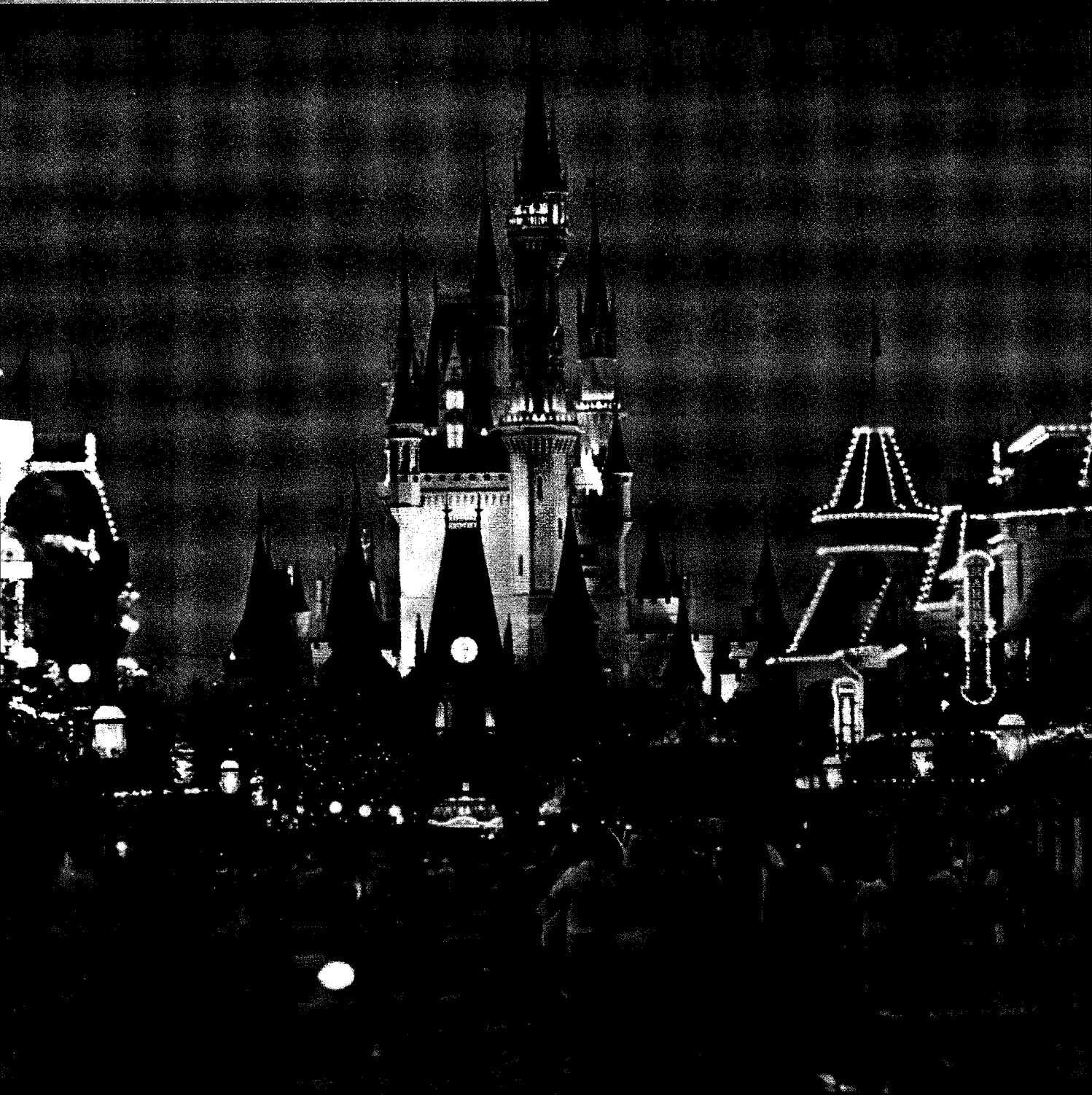


recreation management

a Journal of Employee Recreation, Health and Education

TRAVEL INDUSTRY BUILDS FOR THE FUTURE

JANUARY • FEBRUARY • 1972



Also...

LABOR AND THE NEW LEISURE
YOU ARE WHAT YOU WEAR
AN INDUSTRIAL PSYCHOLOGIST'S
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Walt Disney World / Orlando, Fla.

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HEALTH TIPS
SAMPLE COMPANY ITINERARIES
PLUS 6 MORE FEATURES ON TRAVEL

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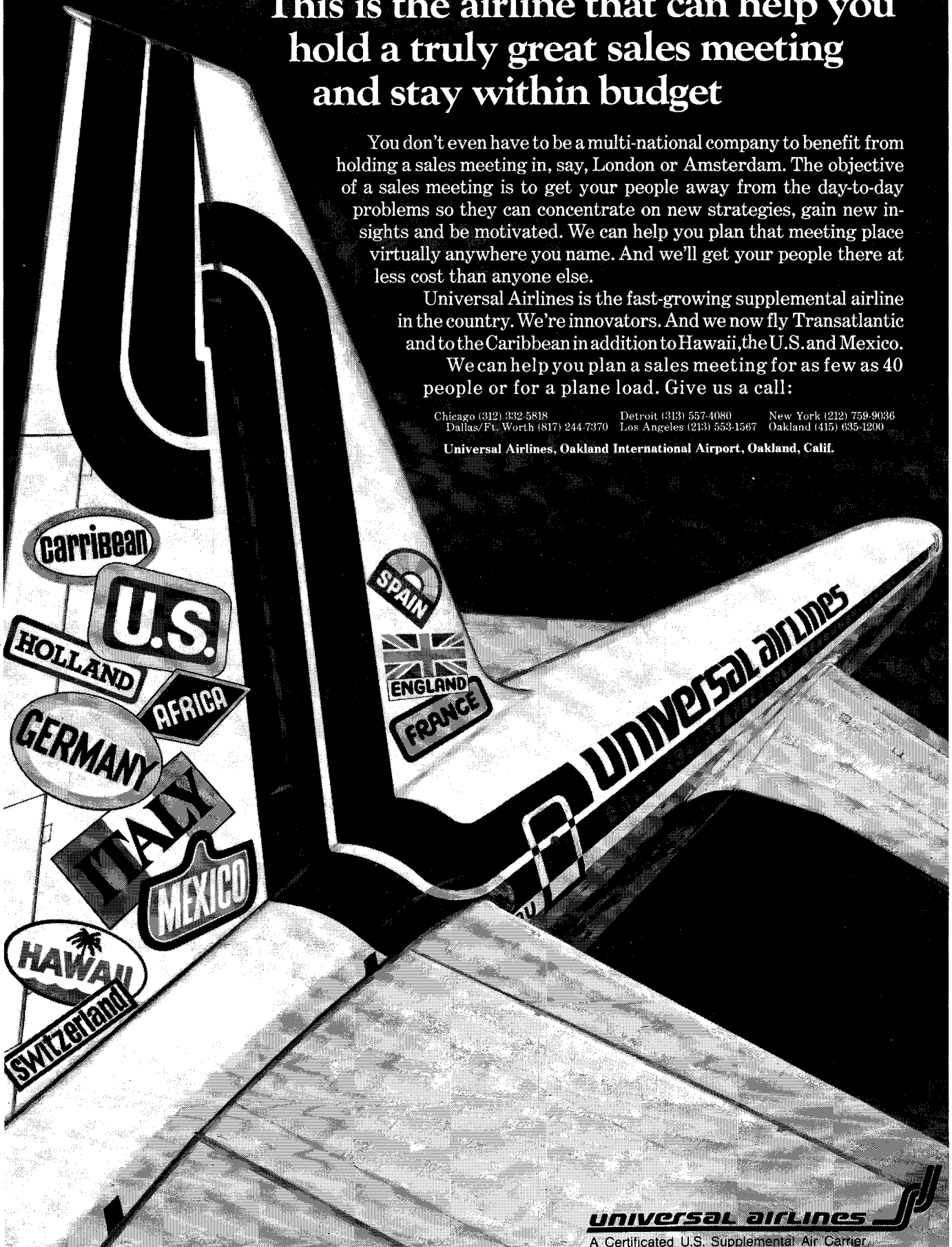
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"The IZE Have It"



©Walt Disney Productions

WALT DISNEY WORLD... This model shows details of the Destination Vacation Resort, which comprises Walt Disney World—constructed on a site sixteen miles southwest of Orlando, Florida. Focal point for the entire "Vacation Kingdom" is a lagoon three-quarters of a square mile in size, around an amusement theme park (upper left) similar to California's Disneyland, theme resort hotels and an entrance complex. A transportation network—monorail, water craft, and land vehicles—link these attractions with complete facilities for outdoor recreation and entertainment on both land and water (the golf complex may be seen in the foreground).

A Look At the Concept Of The Whole As It Applies To The Future Of Recreation

by Jack B. Lindquist

When it comes to recreation, the izehave it. And they have had it for a long time.

Recreation has been prized, sized, civilized, criticized, and idolized. It has been organized, utilized, often revitalized, and recognized for what it can or cannot do. Not too late in its history, it was commercialized. In the late 50s and throughout the 60s it was computerized. And in the 70s...

But first a definition.



Jack B. Lindquist
Vice President of Marketing,
and Walt Disney World

Webster defines recreation as refreshment of strength and spirits after work. However, this same dictionary defines work as sustained physical or mental effort to overcome obstacles and achieve an objective or result.

Three Conclusions

This leads the reader to three conclusions:

...first, the grueling, rugged game of sandlot football played with friends on a Sunday afternoon becomes work;

...second, the Monday-morning job (unless it requires the same physical strain as football) becomes recreation;

...and, third, the reader is better off making up his own definition of the word recreation.

My Definition

Here is mine. Recreation is anything man does without feeling obligated to do so. Granted, the editors of Webster might consider this definition a little presumptuous on my part, but it does make it possible to classify that Sunday football game as recreation, that Monday morning job as work. It also gives us some insight into the future of recreation in the 70s.

No Assumptions For Recreation Industry

For 40 hours a week, a man might be a doctor, machinist, lawyer, accountant, writer, musician, or mechanic. To the many industries serving these people in their lines of work, the consumer has but a single facet: that of his chosen profession. The recreation industry, on the other hand, can make no such assumption. True, the consumer might be a doctor, machinist, lawyer, accountant, writer, musician, or mechanic by profession, but during his unobligated time he might just as easily become an amateur flier, fisherman, bowler, sailor, artist, art critic, candy maker, quarterback, pitcher, and cameraman.



THE McDONNELL DOUGLAS DC-10, in construction stage above, ushers air transportation into a new era. Each plane is expected to replace two of the concurrent 707 jets with its superior capacity, service and speed. The DC-10 may be the air transport of the future for recreation groups.

Many-Faced

When a man is free to do what he chooses, he becomes a multi-faceted consumer. And to serve that consumer, the recreation industry will have to serve the total man. Or, to put it another way (and to complete that unfinished sentence in the first paragraph), recreation and recreation programs in the 70s will have to be centralized. And some of the recreation service industries have already begun.

Industries Change To Meet Needs

Hotels, motels, airlines, aircraft manufacturers, recreation and athletic equipment suppliers—these are just a few of the many industries already making a serious effort to appeal to the total man in the field of recreation.

For example, hotels and motels no longer offer just comfortable lodging. Those days ended long ago. They have discovered that multi-faceted man also likes sauna baths, swimming pools, nightclub entertainment, and a variety of other diversions, in addition to his lodging.

Even airlines, which at one time could offer the recreator little more than a means of going to and from a recreation spot, are now almost recreation spots in themselves. Movies, stereo music, fine food, leg room, lounges—these are not mere gimmicks; they are attempts to serve and appeal to as many facets of the recreator as possible.

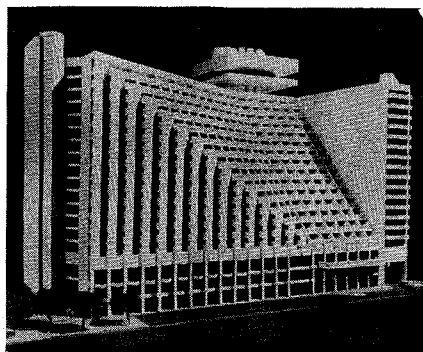
Advertising Changes

Advertising, too, is committed to the "we-give-you-more" approach:

... "Swivel. Deal. Lounge. Party. Debate. Write. Laugh. Munch... In Coach." (United Air Lines);

... "It carries everything. Double beds and bunks. Kitchen. Double sink. Oven-range. Refrigerator-freezer. Bathroom. Shower. Stool. Lavatory. Dinette. Lounge. Every convenience you could want..." (Winnebago Motor Homes);

... "The Ming Dynasty. Beautiful art. Hospitable culture. Gracious service... Get to know it on China Airlines to Tokyo and the Orient." (China Airlines);



REGENCY HYATT EMBARCADERO CENTER, San Francisco, is an example of the future "total" hotel with 850 rooms in 18 stories and a revolving restaurant on top. Bridges, balconies, six restaurants, glass enclosed elevators, and an atrium lobby are included in the hotel to open late 1973. Embarcadero Center will cover 8½ acres in downtown San Francisco and cost over \$200 million dollars.



...“Elegant dining. Sparkling nightlife. First-run theatre. Shopping, sports, symphony, museums, sight-seeing. The world's best of each.” (Chicago Convention and Tourism Bureau);

...“Hot oshibori towels, cocktails, Kuchitori hors d'oeuvres, wines, dinner, dessert, exotic liqueurs, movies, stereo...nobody else makes it seem like such a short trip.” (Northwest Orient 747);

...and, in a recent issue of **RECREATION MANAGEMENT**, “Man Was Not Meant To Fly On Steak Alone.” (World Airways).

**Walt Disney World
A Total
Committment**

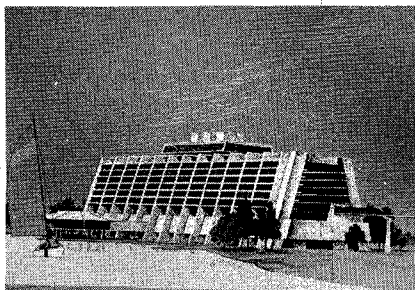
But perhaps the best example of a total commitment to the centralization of recreation in the 70s is the Walt Disney World project, opened this past October near Orlando, Florida.

Walt Disney World is a multi-million-dollar, 27,400-acre commitment to the fact that the recreation industry in the 70s must serve the total human being.

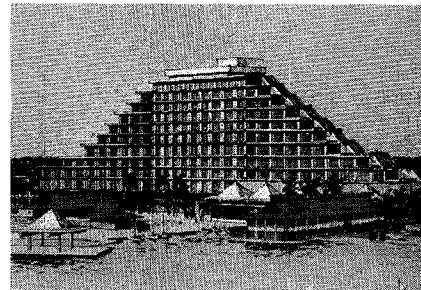
“The Vacation Kingdom of the World,” as it is billed, is just that: an all-out effort to serve the many wants and needs of the recreator. It combines a Magic Kingdom theme park, similar in concept to California's Disneyland, with a complete variety of recreation and resort facilities.

True, the Magic Kingdom theme park is the star of the show (we have learned through our experience at Disneyland that that facet in man which is attracted to the world of fantasy is a large facet indeed), but it is not the only star. It could not be, because for Walt Disney World to be truly a “Vacation Kingdom,” it must appeal to as many of man's facets as possible.

U.S. Steel Constructs, “Theme Hotels”



©Walt Disney Prod.
CONTEMPORARY “FLAGSHIP” HOTEL is a streamlined 10-story, 750-room theme resort accommodation. Open-mall lobby extends length of a football field and boasts a 80-foot ceiling through which Walt Disney World-Alweg monorail trains pass. Grand ball room accommodates 2,000 for banquets, 3,000 in theater seating.



©Walt Disney Prod.
PACIFIC ISLAND HOTEL, another theme hotel features a Polynesian theme in its graceful high rise design. All 700 guest rooms face the water and the islander theme is followed through in entertainment and food as well as decor.

For example, Walt Disney World features events for the entire family, activities for each individual member, spectacles to enjoy with thousands of fellow guests, or quiet trails to enjoy all alone.

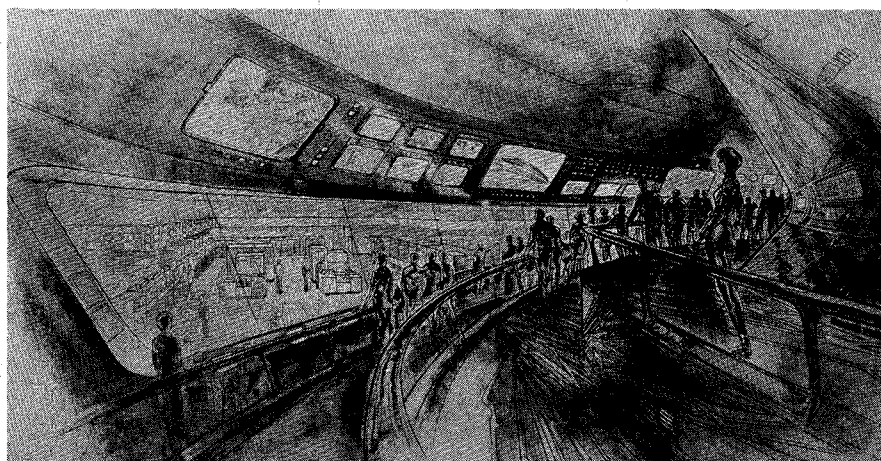
Guests can go scuba diving, horseback riding, sailing, water skiing, fishing, or hiking. There are four-and-a-half miles of white sand beaches, a 600-acre wilderness camping area, two 18-hole championship golf courses, bridle trails, bicycle paths, and 650 acres of sparkling lakes dotted with tropical islands. There are shuffleboard courts,

croquet lawns, horseshoe pits, table tennis rooms, and dance floors both in and out of doors.

There are tennis courts and a staff of instructors to provide individual tennis lessons, as well as 10 types of water craft for guests to enjoy, including Sunfish sailboats, outrigger excursion canoes, and paddlewheel, pedal, and Bob-A-Round boats.

Variety is the key word in the entertainment area, as well.

Top-name entertainers, musical and theatrical productions, water-staged spectacles, nighttime fireworks, and holiday extravaganzas



©Walt Disney Productions
WALT DISNEY WORLD INFORMATION COMMUNICATION Center of the future links computers, telephones, automatic monitoring and control devices, mobile communications and television in total network. Guests are able to make reservations and arrange for entertainment and recreation instantly. Staff can monitor, receive and transmit information to guests and operational personnel. In short, a 21st century Walt Disney World nerve center.

are regular attractions at both the 1,057-room Contemporary and the 500-room Polynesian Village hotels. Even the Magic Kingdom theme park boasts of entertainment specials, in addition to its other adventures and attractions.

On the Magic Kingdom's Main Street, U.S.A., a barber-shop quartet and the 20-piece Walt Disney World Marching Band can be seen daily; in Fantasyland, a Bavarian Polka Band, an English Pearly Band, and many popular Disney characters; in Liberty Square, an 11-member fife and drum corps; in Frontierland, strolling bluegrass musicians and lively mariachi bands; and, in Adventureland, an authentic Caribbean Steel Drum Band.

Even the transportation system at Walt Disney World is designed to provide the guest with a variety of ways to "get around." Included are: sailboats, steam-powered launches, 200-

passenger sidewheel steamboats, a 450-passenger rear-paddlewheel steamboat, catamarans, trams, a STOLport (an airport for Short Take-Off and Landing aircraft), and six futuristic Walt Disney World-Alweg Monorail Trains.

EPCOT

But the 2,500-acre "Vacation Kingdom of the World" presently open in Florida is but the beginning—but "Phase I." In the future, Walt Disney World will not only be a place for people to work, play, and stay, it will also be a place for people to **live**.

As the many phases of Walt Disney World begin to unfold over the years, the 27,400-acre Disney property will include a unique leisure-oriented residential community, an industrial park, and, eventually, the city of EPCOT (Experimental Prototype Community of Tomorrow).

As Walt Disney envisioned it, the city of EPCOT will be a living blueprint of the future—a community which could put into practical use the newest innovations and systems of American industry and technology. And many of the innovations planned for the city of the future have already been tested and implemented in the "Vacation Kingdom" Phase of Walt Disney World.

Recreation in the 70s? The ize have it.

And not only will it continue to be prized, sized, civilized, criticized, idolized, organized, utilized, revitalized, recognized, commercialized, and computerized, it most certainly will be centralized. In the 70s, the recreation industry will be making an all-out effort to serve the many wants and needs of its multi-faceted consumer.

We'd bet our future on it.

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Hop over to **HOLLAND** *in Springtime*

These true charter tours are available to membership groups. Fly to Amsterdam by Capitol International Airways jet.

7 nights at a first class hotel. Spring is the ideal season to visit Holland and a week is really the right length of time. 2 full days of sightseeing, with visits to the Cheese Market in Gouda and the interesting ancient Witches Scale in Oudewater, which are rarely visited. Of course, the popular canal ride in Amsterdam, "Holland in Miniature" at Madurodam The Hague, visits to picturesque costume villages are included.

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\$239.00*

includes round trip transportation from New York, Boston, Philadelphia and Washington, D.C.

A series of ten tulip-time tours is scheduled from April 3 through June 5 for your convenience from various cities. Three affinity groups can share the aircraft provided each party numbers at least 40 persons.

*The per person tour rate quoted covers land arrangements of \$97.00 plus \$7.00 for gratuities and taxes. The balance constitutes the round trip air fare, based on a full pro rata charter.

TO SELECT TOP 500 CAMPGROUNDS

Motor Inns Management International, publishers of "Campgrounds Digest" will inaugurate a national program of selecting the most attractive and best managed campgrounds in the U. S. A.

With more than 25,000 public and private encampments in the U. S. and Canada, MIMI's promotion is designed to upgrade the growing number of camps and recreational parks with the view of possibly entering them into the federal plan for national defense.

Pre-publicity concerning the outstanding campgrounds will begin early in 1972 when MIMI will conduct inspection tours and report findings through recreational, sports and travel publications, and the mass media including newspapers and consumer magazines.

The "Top 500 Campgrounds" will be compiled and listed in booklet form together with photographs and camper facilities available at each location. As part of its national directory of campgrounds, the book will be distributed to a market now estimated at 40-million campers.

An award-winning plaque and sign is now on the drawing board. Only the "Top 500" will be permitted to display this sign. In addition, each location selected gets special referral service with major corporations and labor unions who plan caravans and group outings for their people to vacation at the best resorts.

One of the unusual aspects of this campaign came about when its editor and founder, Tom DeMattis, succeeded in bringing the matter of defense of our nation to Washington. Under this plan, each selected encampment can be utilized and prepared as emergency relocation centers where food, water and shelter can be found.

news in brief

FORMAT CHANGE PROVING POPULAR

The new format for the 35th annual Journal Herald National Industrial bowling tournament, Dayton, is proving to be a tremendous hit.

Harry Zavakos, proprietor of tournament host Varsity Lanes, switched to an open entry policy for the 1972 tourney which started Feb. 5.

Zavakos has initiated a multiple entry feature in which the same team may bowl twice but cash once and announced that mixed league averages will be accepted.

The result has been overwhelming.

"We have more entries now than we've ever had at this point in the history of the tournament," Zavakos said. "From all indications, we'll have between 5,500 and 6,000 teams this year."

Zavakos urged teams seeking the best possible bowling times to mail in their entries as soon as possible or call Varsity Lanes (513-222-6946) for reservations. The open entry policy will be in effect until May 1.

The tournament, which is offering a guaranteed \$25,000 to the team with the top total including handicap, has been

extended two weeks from previous years and now will enjoy a 21-week run, concluding June 25.

Indians to Have Say In Own Tours

An agreement for participation by Indian interests in all marketing programs of Discover America Travel Organizations and to provide DATO expertise for travel development projects undertaken by Indian tribes was announced recently in Washington by Bureau of Indian Affairs Commissioner Louis R. Bruce and DATO president William D. Toohey. An initial \$100,000 grant from BIA will launch the pilot program.

Where to List Bicycle Clubs

The Bicycle Institute of America claims that bike clubs have been springing up all over the nation in the NIRA membership. If you would like to have your club listed in the national Bicycle Club publication, send your name, address and company affiliation to the Bicycle Institute of America, 122 E. 42nd St., New York, N.Y. 10017.

New Japanese Game: Basket Ping-Pong

A cross between basketball and table tennis has been invented in Japan called **basket ping pong** which can be played on a table less than half the size of a ping pong table.

How to Get In Touch With Other Joggers

If your company has a jogging group, it may wish to join the nearest chapter of the National Jogging Association. The NJA will send a list of existing groups in your area upon request and will assist those wishing to form a group by forwarding a Chapter Kit and providing information on reduced NJA membership. Write to Mrs. Marguerite Walsh, National Jogging Assn., Suite 513, Washington Medical Bldg., 1801 Eye St., N.W., Washington, D.C. 20006.

See Lack of Trained Travel Personnel

The number one problem in 1980 for the travel industry and local, state and federal government agencies involved in travel development will be the lack of professional personnel to serve the traveling public.

This was the consensus of more than 500 travel leaders in industry and government at the 3rd Annual U.S. Travel Conference sponsored by Discover American Travel Organizations (DATO).

In response to a survey conducted by Dr. Donald E. Hawkins, research professor at George Washington University, travel experts cited the need for telling others of travel's beneficial impact on the economy as the most pressing problem currently facing travel interests in industry and government.

DATO estimates that 123 million Americans and 14 million foreign visitors will vacation in the U.S. during 1971. The number of jobs provided by this travel is estimated at 12 million.

The survey results predicted that the top five travel problems in 1980 would be:

Training professional, technical and service personnel for the travel industry.

Providing transportation facilities and networks to tourist areas.

Establishing comprehensive and coordinated plans for directing the growth of local, state and regional tourism.

Providing information systems, centers and services for Americans and for foreigners traveling in the U.S.

Communication travel's impact on local, state, regional and national economies.

The current leading travel needs according to the DATO members are, in order of importance:

Communicating travel's impact on local, state, regional and national economies.

Training professional, technical and service personnel for the travel industry.

Establishing comprehensive and coordinated plans for directing growth of local, state and regional tourism.

Collecting, measuring and analyzing travel tourism data.

Providing transportation facilities and networks to tourist areas.

\$36 for 3-Week Motoring Trip

For couples who want to motor around Europe for as long as three weeks, Sabena is offering a bargain. For \$36 a person (based on two people sharing the car), Sabena provides a car with unlimited mileage for a three-week period. This applies to Sabena's 17 to 28-day round trip excursion fare of \$353 from New York to Brussels.

New Camping Publication

Kampgrounds of America has announced publication of its new 1972 HANDBOOK AND DIRECTORY FOR CAMPERS. One and one-half million copies will be distributed free to campers in the U.S., Canada and Mexico.

The new 84-page Handbook and Directory contains articles by top outdoor writers and camping editors, with stories ranging from camping ecology to fashions, to rockhounding, games and stargazing. It also includes listings of all North American travel information sources, national park data, state-by-state recreational vehicle towing regulations, new camp cooking recipes, and in-depth articles to add to campers' knowledge and enjoyment—photography, first aid tips, recreational vehicle service and insurance, how to get the most out of winter camping, and camping in or near large cities. It lists the facilities, services and location maps for

nearly 700 KOA Kampgrounds.

The new Handbook / Directory is offered free of charge at all KOA Kampgrounds in the U. S., Canada and Mexico. Available by mail for 50 cents (to cover postage and handling) from Kampgrounds of America, P. O. Box 1138, Billings, Mont. 59103.

New Exchange Rate To Boost Tourism

The new international currency exchange-rate agreement will increase foreign tourist trade to the United States by 25 percent, the U. S. Travel Service predicts. As a result, the Travel Service has amended its tourism estimates upwards from 2.9 million visitors to 3.2 million for 1972.

Hotels Continue 25 Percent Weekend Discount Plan

Forty-four members of the Hotel Association of Washington have voted to continue the 25 percent discount on rooms for Friday and Saturday nights which began in 1970. The discount is available to anyone with reservations who request it and the only qualification is that reservations must be made in advance.

The discount covers Friday and Saturday nights and is extended to Sunday nights preceding the five Monday holidays designated by Federal legislation. The hotels involved have reported the discount program an excellent stimulus to weekend business.

Leonard E. Hickman, Executive Vice President of the Hotel Association of Washington, D. C., 910-17th Street, N. W. should be contacted for further information.

Children Not Fooled By Showy Appearances

Behavioral scientists at the U. of Illinois, Champaign-Urbana, are observing children at play in a federally funded research project,

says Park Maintenance magazine. They are trying to discover what equipment and environment best promote beneficial play, in the belief that early play is crucial to the developing child.

They have learned that all traditional and most modern playgrounds are barren surroundings and that many toys are not much fun for kids. "Showy playgrounds and gaudy toys," asserts Professor Mike Ellis, lab director, "sell well to adults, but after 15 minutes only bore children"

Airline Ticket Fraud Loss \$20 Million

Broad progress is being made in preventing airline ticket thefts and other frauds such as ticket counterfeiting as a result of cooperation between the airlines and travel agents, according to **A. R. Stephens**, director of security for the **International Association of Travel Agents (IATA)**. He spoke of the problem before the annual meeting of the Universal Federation of Travel Agents' Assn.

The IATA estimate of industry losses as a result of fraud is \$20 million annually. While the recovery rate is 42 percent, losses amount to some

65,000 accountable documents, Stephens reported.

NEW GUIDE FOR PLANNING BOWLING CENTERS

A new reference guide containing data unique to bowling center construction, entitled "Planning Brunswick Astroline Bowling Centers," has been prepared for the bowling industry.

The guide consists of a 54 page booklet that provides detailed information regarding the requirements and considerations for modern bowling structures plus a separate 13 page brochure that describes where electrical power, receptacles, outlets and connections are needed in a contemporary bowling center.

Containing a full range of information on subjects such as Floors, Ceilings, Interior Requirements, Acoustics Material Selection and Building Maintenance, this guide is available from your Brunswick Sales Representative.

Get House In Order

Harding L. Lawrence, chairman and chief executive officer of Braniff International is quoted in **Travel Trademagazine** as saying that there is no reason why the airline industry as a whole cannot have more respectable earnings in 1972 by "first putting its own economic house in order."

Organize Japanese Recreation Society

Professionals have organized "the Japan Society for Leisure and Recreation Studies in conjunction with National Recreation Association of Japan. In its by-laws the society stated its aims as the contribution to and promotion of "the wise use of leisure through scientific clarification of the basic concerns of leisure and recreation." Membership from other countries is invited at an application fee of \$3 and annual fee of \$7. Write Japan Society c/o Kishikinen Taiikukaikan 1-1-1 Jinnan, Shiuya-ku, Tokyo, Japan.

No Demand For Four-Day Work Week

The 4-Day Work week won't be one of those demands that industry will be pressured for in 1972. At the moment, reports **INDUSTRIAL RELATIONS NEWS**, only one tenth of one percent of American business has gone to that schedule.

For the most part, it's only small and non-union companies which are trying it. Even the idea's most enthusiastic proponent, Mrs. Riva Poor, only sees an increase from 670 to 2,200 firms trying it. At that rate of growth, it isn't likely that even as many as a million in the workforce would be affected.

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Double Torch Restaurant Indoor Pool—Lounge



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*Large Outdoor Pool—Fully Equipped Recreation Bldg.—Playgrounds
Heated Fishing Dock — Boats & Motors — Meeting Rooms*

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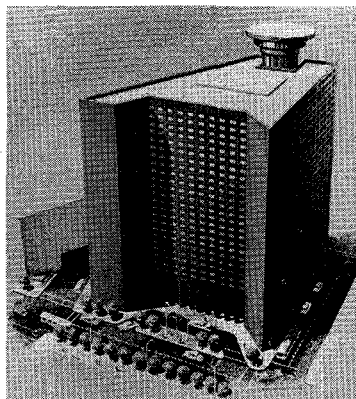
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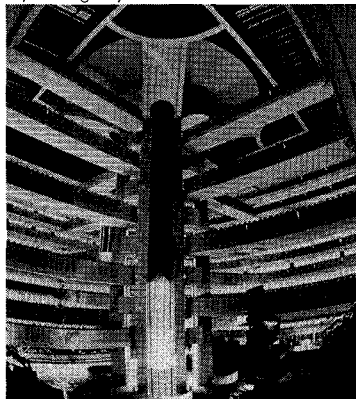
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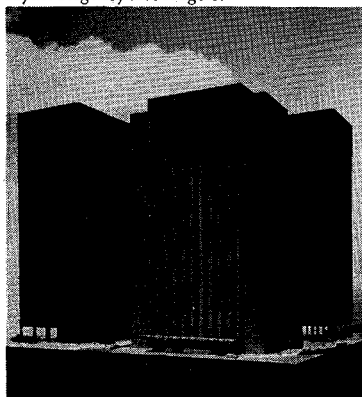
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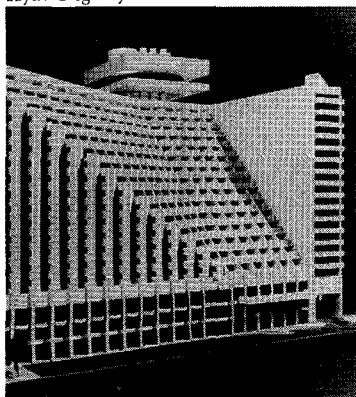
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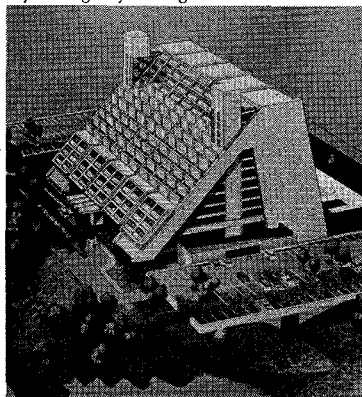
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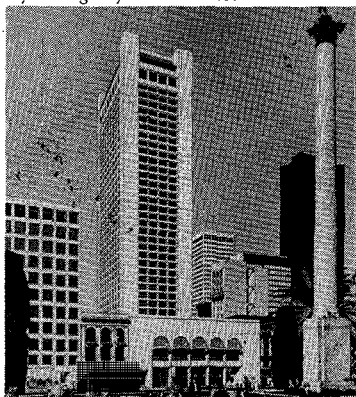
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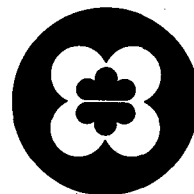
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NIRA-MEMBER TRAVEL - 1972

Compiled by Michael C. Luckenbach
National Sales Director
Recreation Management Magazine

Employee group travel is one of the most popular and fastest expanding areas within Industrial Recreation programs. There are several reasons for this growing popularity and expansion. The trend toward the 4-day work week and longer vacations gives more and more employees time for travel.

New airline fare structures allow many more possibilities for lower rates, thereby, enabling small groups as well as individuals to take advantage of air fares which a few years ago were available only to large fully chartered groups.

To give all our members a look at the diversity of the various travel programs in operation, we have listed below the 1972 travel programs of several member companies. NIRA has helped many member companies develop and expand their travel programs.

All employee groups, small as well as large, have the potential and need to offer travel programs as exemplified by the following.

EASTMAN KODAK COMPANY

Where	When	Transportation	Number Participants	Duration
Switzerland	March	Air	286	9 days
Spain	March	Air	173	1 week
New York City	March	Bus	185	3 days
London / Amsterdam	Apr.-May	Air	133	4 weeks
Amsterdam	Apr.-May	Air	40	4 weeks
Canadian Rockies	July	Air, Rail, Bus	40+	2 weeks
London / Amsterdam	July	Air	150	15 days
Smoky Mts.	July	Bus	35	1 week
Hawaii	October	Air	149	16 days
New England Tour	October	Bus	35	1 week
New York City	November	Bus	180	4 days

GRUMANN AEROSPACE CORPORATION

Where	When	Transportation	Number Participants	Duration
London/ Frankfurt	May-June	Air	179	23 days
Las Palmas / Canary Islands	September	Air	179	11 days
Barbados	November	Air	150	8 days

CONTROL DATA CORPORATION

Where	When	Transportation	Number Participants	Duration
Caribbean	March	Air-Ship	132	8 days
London	September	Air	180	8 days
Mexico	Feb. '73	Air	132	8 days
Hawaii	Mar. '73	Air	150	9 days

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ISSUE	MAIN EDITORIAL THEME
JAN/FEB	Employee Group Travel with Itinerary Planning Guide*
MARCH	Warm Weather Activities with Equipment Planning Guide*
APRIL	Physical Fitness Programs & Equipment Planning Guide*
MAY	Annual NIRA Conference Preview
JUN/JUL	Fall & Winter Activities with Equipment Planning Guide*
AUG	NIRA Post Conference Report and Annual Awards Features
SEPT	Employee Group Travel with Itinerary Planning Guide*
OCT	Handicrafts, Hobbies, Cultural Activities and Employee Clubs
NOV	Recreational Facilities Issue with Construction & Development Guide
DEC	1973 Buyer's Guide and Directory with Planning Guide*

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Michael Luckenbach
National Sales Director

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FORD MOTOR COMPANY

Where	When	Transportation	Number Participants	Duration
Italy	January	Air	250	9 days
Las Vegas/ Hollywood-Disney- land	February	Air	25+	9 days
Palm Springs, CA	March	Air	25+	4 days
Aspen	March	Air	149	8 days
Canada	Mar. / Apr.	Air	206	8 days
Hawaii	April	Air	180	15 days
Las Vegas	April	Air	500+	5 days
Europe	Apr. / May	Air	185+	22 days
Nassau	May	Air	750+	5 days
Indy 500	May	Bus	90+	2 days
Hawaii	May / June	Air	180	9 days
Lake Tahoe	May / June	Air	25+	5 days
London / Paris	June	Air	185	11 days
Virgin Islands	June	Air	185	8 days
Canada	August	Air	30+	6 days
Europe	September	Air	185+	22 days
Far East	Sept. / Oct.	Air	190	12 days
Spain	Sept. / Oct.	Air	250	9 days
Las Vegas	October	Air	500+	5 days
Hawaii	October	Air	125+	16 days
Aruba	November	Air	100	8 days

(+ all pluses indicate possible additional charters)

FISCHER & PORTER COMPANY

Where	When	Transportation	Number Participants	Duration
Las Vegas	May	Air	200+	4 days

ELI LILLY & COMPANY

Where	When	Transportation	Number Participants	Duration
Florida	Year-round	Air-Train-Bus Auto	Individual Basis	1 week
Spain	Apr -May	Air	250	8 days
Puerto Rico	June-Sept.	Air	Individual Basis	1 week
New Orleans	June-Sept.	Air-Train-Bus Auto	Individual Basis	3, 4 & 5 days
Wisconsin	July	Bus	40	1 week
Europe	August	Air	40+	2 weeks
Hawaii	December	Air	100+	8 days

Continued next page

Travel Itinerary Continued

ONEIDA LTD. SILVERSMITHS

Where	When	Transportation	Number Participants	Duration
Hawaii	May	Air	40	2 weeks

XEROX CORPORATION

Where	When	Transportation	Number Participants	Duration
Austria	February	Air	45	1 week
Nevada	March	Air	25	1 week
Spain	May	Air	200+	1 week
Russia	August	Air	20	15 days
Florida Disney World	August	Air	40	1 week
Europe	August	Air	40+	15 days
Curacao	October	Air / Ship	40	1 week
Adirondacks	October	Bus	80	3 days
New York City	October	Bus	40	3 days
Ski Trips	Jan-Feb March	Bus	250	1-3 days

CORNING GLASS WORKS

Where	When	Transportation	Number Participants	Duration
Aspen	March	Air	30	1 week
Europe	June	Air	40+	2 weeks

TEXAS INSTRUMENTS, INCORPORATED

Where	When	Transportation	Number Participants	Duration
Las Vegas	January	Air	160	4 days
Vail, Colo.	February	Air	95	4 days
Mexico	April	Air	126	3 days
Spain	May	Air	250	10 days
Europe	June	Air	250	2 weeks
Hawaii	July	Air	150	10 days

E. I. duPONT DeNEMOURS & COMPANY

Where	When	Transportation	Number Participants	Duration
Hawaii	March	Air	200	2 weeks
Virginia	April	Bus	80	3 days
New York City	October	Bus	200	3 days
Puerto Rico / Virgin Islands	Nov.-Dec.	Ship	80	9 days

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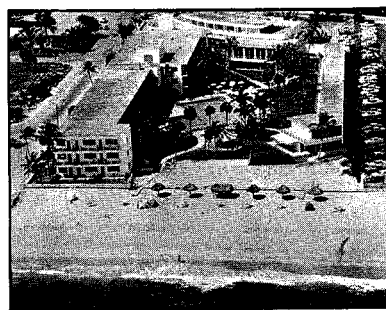
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GUIDELINES AND CONTROLS REQUIRED FOR GROUP TOURS



Nicki Price
Group Travel Director
Pratt & Whitney Aircraft Club

by Nicki Price

Recreational travel for a group of employees who have banded together for their own interests usually forms the foundation for a happy relationship. The responsibility in that relationship takes on an entirely different meaning when you consider their parent is a multi-million dollar corporation. This is the position I find myself in as the Group Travel Director for The Pratt & Whitney Aircraft Club, Inc.

With membership numbering in the thousands, I know we must develop travel programs that will appeal to the extremely varied interest of our members. Of equal importance is the need to provide programs of reasonable cost which will allow maximum participation from employees whose salaries range from below \$6,000 to over \$25,000 annually.

Keeping these objectives in mind for a year-round, domestic and foreign travel program certain guidelines and controls must be utilized. Considering the nature of the responsibility that falls on the Group Travel Director, one can readily see that informal arrangements become more difficult and the necessity for more specific or formalized

commitments is a requirement. For this reason certain procedures follow an orderly fashion before any travel program is announced to the general membership.

First Step

First, a standardized bid proposal letter is mailed to travel agents and / or wholesalers inviting them to submit a bid for a certain tour carefully following specifications set out in the letter. When these bids are returned, they are studied carefully by the travel committee and general management and after careful consideration awards are made.

Following the bid award, a contract is signed by each party and an orientation meeting announces the tour to all club members. In the case of bus excursions or specialty bus tours of shorter duration, letter agreements are used rather than the standard contract for major foreign tours and cruises. Each person participating in any type club-sponsored travel program signs a standard release form at the time he registers for the tour.

Our club uses a variety of sources for packaged tours. Although I am in a position to put together our own tours, a limited staff makes it very difficult when

you are working with a full year-round travel calendar. Also I find that we often need the service and cooperation of a travel agent. Oftentimes this is the case when planning events throughout the year that take advantage of the many outstanding recreational facilities and resorts in the New England area.

We have many special interest groups, including our Retirees Club, who have made it a tradition to return to a particular location or repeat the same tour year after year. As an example skiing, sports excursions, fall foliage, Penn Dutch, Cape Cod, New England clam bakes and Show buses. Holidays have their own particular place in their scheme of travel. We always take advantage of the Radio City Music Hall Easter and Christmas shows plus pre-holiday shopping buses to New York City and Boston. Even the crowded, longer week-end holidays offer various type tours because sufficient interest is shown by our people who just want to go somewhere. For this type annual tour, careful planning is necessary when ticket purchases have to be made a year in advance as well as commitments

Continued next page

to bus companies and hotels.

Considerable savings is made by taking advantage of the group and charter fares offered by most air carriers. We have found that sufficient numbers of travelers are easily reached to fill buses for our domestic tours, or fulfill stateroom allotments on cruise ships with cruise participants.

Questionnaire

However, when one considers chartering a full aircraft many aspects of your organization's travel potential must be studied. For this purpose each person who has participated in any of our travel programs is asked to complete a questionnaire that not only tells us his reaction to the trip he just completed but gives us an idea of tours he would like to see offered by the club in the future. This information gives the travel director a good idea of where the greatest interest lies as far as destination, and types and length of tours to be considered.

Many hours are consumed researching fares in effect, certain times of the year for groups, and co-ordinating desirable destinations with lower price structures. Maximum benefit to the traveler can be gained by a continued awareness on the part of the travel director as to new rulings and fare structures, as well as trends and direction of travel areas within the industry.

It is always wise to stay abreast of the different configurations used by the various carriers when your club considers charters. It is much easier to fill a 120 seat charter than a 200 seat capacity aircraft. I have found it is best to start with small groups and charters until you have had a chance to test the response your club members demonstrate with charters. It is this type research that becomes necessary if you are to provide maximum benefit to your travelers at the lowest possible cost. ■

AIRCRAFTER CLUB FORMS

The Pratt & Whitney Aircraft Club makes use of several information sheets: A bid proposal, a club/agency contract form and trip and tour questionnaire evaluations, in order to bring to their members one of the finest Employee Travel Programs. The following is a brief description of the materials used to organize, develop and operate the PWAC travel program.

1. Bid Proposal - Lists the selected destinations and dates. Covers the procedures for submitting bids and sets forth the conditions and required performance covering every aspect of the trip(s): Transportation, Hotels, Meals, Tour Resorts, Tips and Gratuities, Taxes, Promotion and Publicity. The closing date for bid acceptance and announcement date for bid awards are also indicated.

2. Contract For Travel Arrangements - This contract is signed by PWAC and the tour operator and/or travel agency awarded a bid. Contained within the contract are articles covering the following: (A) Statement of work, (B) Time of performance, (C) Compensation, (D) Changes, (E) Agents status and related matters, (F) Federal, State and Local law and regulations, (G) Assignment, (H) Notices, (I) Termination, (J) Bonds, (K) Non-waiver of defaults, (L) PWAC's representative, (M) Agents representative, (N) Merger of negotiations, (O) Construction of the contract.

3. Trips Tour Questionnaire and Evaluation Forms - The PWAC uses these forms for both Foreign Charter programs and the weekender trips. General information requested is number years membership, past participation in travel; participant classification, i.e. employee, dependent, retiree. Also length of employment, location of plant, employee classification, salary range and age group.

The questionnaires are further broken down for pre-tour, on-tour and post-tour evaluation. The last section is a travel preference check sheet requesting 1st, 2nd and 3rd choice in the following categories:

- A. Foreign tours - 2 weeks or more
- B. Domestic tours - 1 week or more
- C. Special interest trips and tours - 1 week or more
- D. Weekend trips
- E. One day trips
- F. One day sporting events

A final form used by the Pratt & Whitney Aircraft Club in relation to their travel program is an official release signed by the participant releasing PWAC; it's directors, officers, members, and agents of any responsibility toward death, personal injury, loss or damage to baggage or any other personal property which may occur during or by reason of participating in the trip or tour.

All in all, the Pratt & Whitney Aircraft Club travel program is operated and directed in a business-like and professional manner for the benefit of all concerned, particularly the traveler.

“When we say we’ll run a Group Travel Program and do all the work for you...

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Many of you have heard that one before.

So had our clients who had worked with other programs before we took over.

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And the program is so well organized that it practically runs itself.

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We bill your people direct and handle all collections.

We see that they know what clothing to bring, what immunization shots to get, and help them procure passports when necessary.

We let them know where to be and when.

And of course we provide a fine trip for them that they will long remem-

ber, at a low price they won't soon forget. For example: Spain—\$277 per person from Chicago (double occupancy), 8 days—7 nights.

In fact, all you really have to do is say “yes” and get all the credit for running a great program.

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by John H. Rappalie, Ph.D.
Corporate Industrial Psychologist
Owens-Illinois, Inc.

CONFERENCE REPORT

Industrial Recreation— An Overview By An Industrial Psychologist

I am confident that, individually and collectively, NIRA members could discern a good industrial recreation program from a poor one. More specifically, it is possible to obtain an evaluation of each program represented by the membership, and if our criteria were adequate, to arrange them from best or most effective to poorest or least effective. I suspect if we were to do this we should find upon

close inspection that these programs differed more in their leadership and organization than in the specific activities included therein.

Let's assume for purposes of this paper, that most of you readers are managers or administrators of programs, diversified by organization and activities, with employees as participants, and financed to some degree by company money.

The Case for Managerial Excellence

Variations in the performance quality can be predicted if we know enough about the significant factors or characteristics of the individual manager and the business climate in which he finds himself.

It seems to me there are at least three very good reasons why you as an industrial recreation manager should be concerned about your performance and bend every effort to improve it. In the first place, the success of the business enterprise depends directly and almost entirely on the competence of its managers.

We sell our biological heritage short unless we strive as individuals for ever increasing levels of excellence. As managers, we must encourage individual effort and outstanding job performance. Therefore, one basis for justifying managerial excellence is the needs of the individual employed in the industrial

hierarchy participating in your program.

Another reason concerns benefits to the society. The President of Massachusetts Institute of Technology expressed this most eloquently when he said, "Societies will be strong economically in proportion to their management systems and ability to harness technology in the service of the market, including the individual but also societal needs — for education, transportation, housing, health, adequate food, clean air and water. The leadership of this management system demands rare and imaginative men, and I am persuaded that the corporate task of the '70s will be to provide the climate in which such men are nurtured and their abilities brought to full flower within the corporate frame. The world is changing with such speed that only the adaptive and innovative can keep the pace."

Management as a Profession

At this point the question occurs, "Is there any workable way to break down the job of a manager or supervisor into meaningful components that will point the way to development and improvement?"

One of the most useful analyses of the management process I have seen delineates three major aspects. One involves goals and objectives. *What are or should be the goals or objectives of the industrial recreation manager?* This involves a complimentary variety of skills and activities concerned with the attain-

ment of managerial goals. Finally, from time to time it is necessary to assess progress made — the element of measurement, evaluation and control. What results does the industrial recreation manager achieve through the activities he carries on to achieve his objectives?

Improvement in managerial performance will occur as individuals, and individuals in enterprises, direct attention toward these major components of the managing process and strive persistently for improvement. I should like to comment on each of these components.

Goals and Objectives

It seems to me industrial recreation managers must be sensitive to two general types of goals. One of these is institutional and the other involves specific program goals. Three aspects of institutional or organizational goals can be identified, the desire for excellence, the success of the enterprise and worker development.

Leadership and outstanding performance spring from desire. Your reading of this magazine is evidence of your interest in improving performance as an industrial recreation manager. A desire to excel is essential for the success of the enterprise. Sheer physical energy is part of the need to excel, but, more, it is channeled or directed energy.

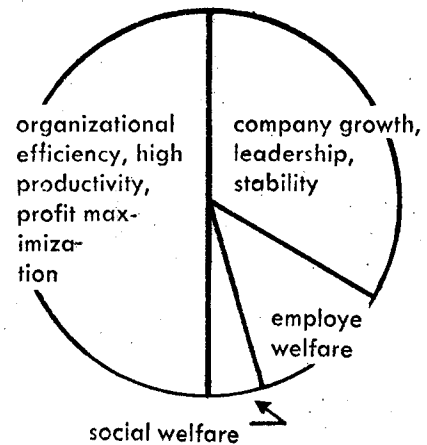
The most important issue, then, is not whether you can or should become a more effective manager, but your *desire* to put forth the extra effort necessary to improve over your past and present performance. Such extra effort or desire needs to be generated by the individual in a business and social climate that regularly satisfies as far as growth and achievement are concerned.

The individual motivated to improve his managerial performance also must work toward the success of the business or enterprise. He must believe not only in his capacity to achieve greater effectiveness, but that such effort is well invested in contributing to the progress of his business or enterprise. Career wise, this means dedication towards contributing to solutions of problems encountered by that business or enterprise which involves knowledge as well as skills. It certainly includes adequate understanding of industrial economics and how the business system operates in our society.

Our dedication as specialists frequently influences us to overlook the realities of business goals. One recent study of the evaluative responses of some 1,072 managers to a variety of organizational goals, indicated four sets of objectives at significantly different levels of importance. The above circle or pie chart represents the importance these managers attached to the multiplicity of goals.

From the chart, you can make no mistake about it, you as a manager and your program will be evaluated primarily on what you contribute to the increased efficiency and profitability of your business organization and not your boss' love for his fellow man or his interest in physical fitness or athletics.

In addition to the basic desire for excellence and the importance of believing in the success of the enterprise, one must remind the individual manager of the basic reality of attaining results with people — not from them. The supervisor in industry who is too job or task centered may seem to be a winner



over a short-period of time, but in the long run the company more than pays for his short term gains in absenteeism, grievances, and workers' unsatisfactory performance. In the most effective shops, managers recognize that long term success depends upon giving as much attention to worker development and satisfaction as to machine setup and job output.

In accepting the reality of worker development and satisfaction, more than a knowledge of human behavior and more than human relations skills are involved. There is an ethic to give active attention to subordinates' certain unalienable "rights".

It seems to me an industrial recreation program has very great potential for worker development and morale that, for the most part, has not been sought after by management and industry. Each year American business and industry spends hundreds of thousands of dollars for all kinds of training and management development programs and gimmicks — from courses, seminars and workshops on college campuses to participation in such esoteric training exercises as business games, role playing, sensitivity sessions and in-basket experiences. Industrial recreation programs as I know them duplicate every major business function there is including personnel, accounting and finance, purchasing, manufacturing, sales and marketing. Strengths and weakness of potential managers could be assessed and individuals rotated through a series of offices and experiences in the industrial recreation program that would offer greater return on investment than more traditional programs.

(Continued on page 21)

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OUR 15th YEAR

NIRA 1972-73

TRAVEL PLANNING GUIDE

As an aid to travel club officers and recreation administrators, RM briefly outlines travel destinations and special interest trips. Indicate your interests on the reply card, tear it out, and mail it to us. RM will see that you receive further details. If you are interested in an area not profiled here, indicate that area in the space provided on the card.

International Travel

CARIBBEAN CARNIVAL

Beachcombing or night-clubbing—in Jamaica, Puerto Rico, and the Virgin Islands. I-1.

SOUTH AMERICAN SOJOURN

Brazil, Argentina, Columbia, Peru, Venezuela. Excitement and fire of the Latin is mixed with the serenity of the early Inca civilization ruins. I-2.

MEXICO

The charm of Taxco, the elegance of Acapulco, the cosmopolitan aura of Mexico City are close to home but worlds away in atmosphere. I-3.

CANADA

Rough it in the north woods or swing in the sophisticated atmosphere of our northern neighbor's larger cities. I-4.

AUSTRALIA - NEW ZEALAND - SOUTH PACIFIC

Australia, land of the koala bear, kangaroo, and boomerang. The unmatched beauty of New Zealand. Polynesian dances and water sports in Tahiti, Samoa, Bora Bora. I-5.

THE FAR EAST

Japan, Hong Kong, China, Thailand, Korea. The Orient offers many possibilities and attractions, from Tokyo to Bangkok...to Peking? I-6.

THE MIDDLE EAST

Israel, Egypt, Jordan, Lebanon, Iran. Cradle of civilization. Attractions from the Nile to the oil fields to the Israelite kibbutzim. I-7.

INDIA - PAKISTAN - BENGAL DESH

Explore the mysteries of the subcontinent. Everything from temples to elephants. I-8.

GREECE - GREEK ISLES - TURKEY

Here western civilization began. History abounds from Athens to Istanbul. Cruise the beautiful greek coastal islands. I-9.

EUROPEAN TOUR

Two weeks or more. A must for the first-time traveler to Europe. Highlights from London to Paris to the Rhineland or as you like it. I-10.

FRANCE - SWITZERLAND

From Paris and all its glamor to Geneva and the Alps. I-11.

ITALY

Music and art lovers revel in cities like Milan and Florence, and everyone loves Rome. I-12.

GERMANY - AUSTRIA

From Berlin to Vienna, visitors will find an abundance of music, art and friendly hospitality. I-13.

NETHERLANDS-HOLLAND-BELGIUM-LUXEMBOURG

From land reclaimed from the sea to fine lace to one of the world's smallest countries, it's a trip you'll remember. I-14.

SCANDINAVIA

Norway, Sweden, Denmark. Oslo, Stockholm, Copenhagen, all the exciting northern cities. Good food and good scenery abound. I-15.

RUSSIA-EASTERN EUROPE

Beautiful scenery, a different culture and life style are waiting for you to explore in these far-away lands. I-16.

SPAIN - PORTUGAL

From warm, sunny beaches to the excitement of the bullfight, the price is right I-17.

AFRICA

North Africa, Safari Country, South Africa. An immense country with many different cultures and ways of living. Lots to see in both scenery and wildlife. I-18.

BRITISH ISLES

England, Scotland, Ireland. Land of history and birthplace of our culture. No language barrier here, just lots of friendly people. I-19.

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See England's capital and most historic city. Sightsee or swing from Westminster Abbey to internationally known night-spots. I-20.



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Maine, Massachusetts, Connecticut, Vermont, New Hampshire and Rhode Island provide historic shrines, year 'round sportsmen's paradise, unique side trips to Newport's stately mansions and authentic Americana for antique buffs. D-1.

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Plays, restaurants, shops, cultural sites, United Nations are a few of the city's attractions — but the Empire State has much else to offer, too, with Niagara Falls, the Catskills, West Point, many vineyards and wineries. D-2.

WASHINGTON, D.C.

Our capital city and its environs offer the excitement of government-in-action in Congress visitors' galleries and White House tour. Take thrilling side trips to Mount Vernon, the Naval Academy and Arlington. D-3.

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Rich in history are Virginia, Delaware, Maryland and Pennsylvania. "Must" stops include restored village of Williamsburg, Yorktown, Gettysburg, Amish and Pennsylvania Dutch country, Independence Hall. D-4.

SOUTHERN HOSPITALITY

The best of the Old South lives on in Georgia, Mississippi, Alabama — plus new sea coast resorts on the Gulf coast shores for fun and games! D-5.

FLORIDA ESCAPE

Jet-away to sun and fun in the state with much to offer — beautiful beaches, exciting cities, historic sites, everything imaginable in outdoor recreation. Disneyworld. D-6.

MID-CONTINENT, U.S.A.

From the quiet beauty of a Minnesota lake, to the bustling excitement of the nation's Second City, to the thrill of following the Lincoln Heritage Trail — the central states offer a wide variety of entertainment to travelers. D-7.

ROCKY MOUNTAIN COUNTRY

Any season is the right one to visit Colorado, Idaho or Utah. Spectacular Scenery, out-of-this-world skiing, trail-riding, shooting the rapids; keep visitors out-of-doors all year 'round. D-8.

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Arizona offers golf, swimming, the charm of Scottsdale, the grandeur of The Canyon and side trips to any of 19 Indian reservations. D-9.

WHERE THE ACTION IS!

In Nevada, of course — but there's more to it than the thrills of Las Vegas. Wise tourists also visit Hoover Dam, Lake Mead and Fire State Park. D-10.

CALIFORNIA—A COSTAL INTERLUDE

From the world's most perfect climate at San Diego, north through Disneyland, Knott's Berry Farm, Hollywood, San Simeon, Big Sur country, Monterey, to exotc San Francisco — no time to be bored on a trip like this! D-11.

THE 49TH STATE

Travel by ship or plane, but plan to spend part of next summer in Alaska in the heady atmosphere of American's last frontier. D-12.

"ALOHA"...

means hello or goodbye in Hawaii — and a lot of things in between. Visit one island or four major ones. Stopovers in San Francisco can be arranged also. D-13.

Special Interest Tours

Most companies have ready-made groups for which special trips, domestic or international, can be arranged. To receive information on travel for a special interest group, indicate which type trip you are interested in.

Theatre Dance Tour S1

Art Festival Tour S2

Holy Land Tour S3

Photo Tour S4

Hunting Tour S5

Fishing Tours S6

Safari S7

Ski Tours S8

Golf Tours S9

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(Rm. 234)

A Syntheses of Program Goals

In addition to institutional or organizational goals, program goals need to be respected. I would be presumptuous to discuss these in any great detail. However, one of our more significant research studies involved 180 judges evaluating the "acceptability" of some 26 program goals or objectives. Included in the group were corporate officers, leaders of recreation programs in our and other companies together with groups of personnel directors and non-supervisory participants in

our recreation programs.

The relationships and inter-relationships of these judgments, studied by means of a rather elegant technique that indicated "clusters" or categories, were sufficient to explain the variations in the judges' decisions. These were: 1. Improvement of leisure time activities, job advancement and health; 2. Job efficiency and effectiveness; 3. Attitude toward company; and 4. Understanding and communication.

Directing the Attainment of Goals and Objectives

Thus far, I have tried to validate the case for managerial excellence. I have also discussed three major components of the managing process that each manager must understand to professionalize his effectiveness. I have discussed three basic managerial goals that need to be recognized as components in the management process. Now, I should like to discuss another major component in managing-directing the attainment of managerial goals.

During the last decade, personnel research in industrial organizations seems to indicate

that individual supervisors and managers develop a unique style of leadership or job performance. Such a style develops generalizations from past successes and failures in leadership or managerial roles. More specifically, such a "style" may develop from efforts to achieve one of two contrasting, or in some cases, conflicting goals: effort to "make production" on the one hand and the effort to promote "worker satisfaction" on the other. Let me describe briefly three contrasting managerial "styles" that may help you to assess your strengths and weaknesses as a manager.

The Program Perfectionist

A manager who functions in this way is task oriented to an extreme. To him it is mandatory that subordinates perform precisely as he specifies, and, although he may not be especially aware of this, that subordinates perform as he feels he would perform in the same situation. The Program Perfectionist places the utmost emphasis on respect for his values and insists that everyone supports his decisions without question or modification.

The Program Perfectionist is a strict disciplinarian. He has no patience with the associate who doesn't give him one-hundred percent effort on every occasion. He has little or no interest in learning why some subordinates put out more effort than others, frequently displaying extremes of temper, not only with subordinates but also with peers. It should not be surprising, however, to find that quite often his behavior is not perceived in this way by his superiors.

The Missionary

By way of contrast is the industrial recreation manager who finds it more satisfying to practice consistently and with little variation a managerial style that is worker oriented to an extreme. Such a manager thinks of his program goals and challenges in terms of worker satisfaction, worker development and main-

taining good relationships with his subordinates.

This manager seldom shows irritability or concern over poor performance, usually taking the lead in resolving inter-personal conflicts among his subordinates.

The Professional

Someone defined a Professional as one who knows where he is going and how to get there. He is a well-balanced expert, skilled in motivating top performance of subordinates toward the attainment of goals that make for the success of the enterprise.

This is the managerial style I would urge you to cultivate. The "Professional" style balances effectively the Program Perfectionist with the Missionary.

The manager who functions in this style is flexible and adaptive, has clear and sound convictions how goals should be attained, but is willing to listen to suggestions from subordinates and work for understanding and agreement as preliminary requirements for enterprise success. The Professional seldom loses

his temper even when stirred. He retains his sense of humor under intense pressures, seldom getting carried away, either by pressure to solve a problem at the employees' expense, or to make a hasty business decision by his over-concern for the temperament of individual workers.

In addition to leadership style's importance in facilitating the attainment of goals and objectives, it seems to me the industrial recreation manager must be as alert to being side-tracked by the spurious and pseudo as the personnel director. A revolutionary piece of apparatus in the physical fitness area or a recording tape cassette that socializes the most extreme "loner" overnight are recreation "gold bricks" that will distract from con-

structive efforts to achieve goals and objectives.

If your program is organized as informally as ours at Owens-Illinois, you must rely on volunteer effort. In fact, one questionnaire study we made in some 60 American companies indicated that 38 percent of companies reporting an industrial recreation program used voluntary employee services in connection with their program. I am convinced, however, from our experiences, filling leadership or officership positions by asking for volunteers is a mistake.

The industrial recreation manager would be well advised to develop tools that would

help him identify leadership potential among program participants. We haven't done a great deal in this area. But, one study of 71 factory foremen from three different plants indicated that leadership in plant recreation programs within this group could be predicted fairly well by combining last school grade completed and scores on a sports information test, knowledge of management practices tests and score on the "cooperativeness" scale of a personality inventory. A continuous effort to seek out, develop and utilize leadership potential appears to be mandatory prerequisite for program success.

A Third Component of Management

The third component of managing involves a need for evaluation. Including auditing and measuring present performance. The issue here is whether evaluation will be done by you or be taken care of fortuitously by the uncontrolled observations and opinions of others.

As many industrial recreation managers as training directors and educators have been "cut loose" from their jobs because they assumed something inherently good about their

programs was so apparent it didn't need verification for their management. You need to audit your performance from at least three different vantage points: self-perceptions, perceptions of superiors, and perceptions of subordinates.

Improvement in managerial performance will only occur as you are able to engineer change through careful study and analysis of past and present behavior.

A brief annotated outline of some research findings may interest you though perhaps not descriptive of values and attitudes of your participants.

The more recreation activities tend to strengthen employee relationships with the job situation, the more acceptable such activities appear to employees. Conversely, the more they involve personal development or family relationships the less popular they are.

Our participants have expressed preference for a program supported no more than 50 percent by company funds, refuting the commonly held opinion of management that employees are only interested in a "free ride"

and in "give-away" programs.

Our participants prefer adequate meeting and dining rooms to such specific facilities as a bowling alley, swimming pool or golf course.

Activities should not try to compete with family and non-company sources of recreation. Our participants appear to favor strongly outdoor sports, indoor sports and social activities to educational self-development or community welfare.

Our evaluation of company programs has turned up some causes of ineffec-

tiveness. The more important of these include: 1. Lack of active and positive support of program activities by supervisors and other members of management; 2. programming that seems to develop for "activity's sake" without regard for goods and objectives; 3. inefficiency in program administration resulting from complete and regular turnover of officers and chairmen; 4. and, finally, no positive leadership at some plant and office locations by a professionally trained individual or group.

By Way of Summary

The effective manager strives to achieve excellence by professionalizing his activities. Professionalism as a manager involves setting the proper goals, working toward the attainment of these goals, and measuring or evaluating continuously the results of such goal-directed efforts.

In these comments I have developed the

thesis that striving toward managerial excellence is sound. It is sound. It is sound in terms of your mental health as an individual and because it contributes to the business enterprise's success. Striving for greater effectiveness as a manager and for the success of the business enterprise also benefits society. ■

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Conference Program

(Tentative)

Thursday, June 15:

Morning and Afternoon—Association special committee and Board of Directors meetings
6:30 p.m.—OFFICIAL CONFERENCE OPENING BANQUET

Friday, June 16:

8:30 a.m.—Regional Breakfasts
10:30 a.m.—General Session
12:00 noon—Management luncheon
2:15 p.m.—Concurrent sessions
3:15 p.m.—Concurrent sessions
4:15 p.m.—Concurrent sessions
6:00 p.m.—GRAND OPENING OF EXHIBITS and hospitality party

Saturday, June 17:

8:00 a.m.—CIRA breakfast
8:00 a.m.—Breakfast with exhibitors
Exhibits open 2½ hours
10:30 a.m.—Concurrent sessions
12:00 noon—Pool-side lunch; General Session
2:00 p.m.—Concurrent sessions
3:00 p.m.—Concurrent sessions
5:00 p.m.—Exhibits open and hospitality party
8:00 p.m.—Free evening

Sunday, June 18:

8:00 a.m.—Breakfast with exhibitors
9:00 a.m.—GRAND FINALE JAMBOREE OF EXHIBITS—Exhibits open 4 hours
1:00 p.m.—Concurrent sessions
2:45 p.m.—ANNUAL BUSINESS MEETING; awards ceremony; election of officers
7:00 p.m.—CONFERENCE CLOSING BANQUET; President's dinner-dance

Monday, June 19:

1:45 p.m.—Depart from Hawaii Post-Conference Tour, 7 days - 6 nights



Ah, Hawaii...

1972 Booth Costs Lower

In contrast to just about everywhere else, your exhibit dollar will go farther at NIRA's Oakland conference than ever before—NIRA has reduced the cost of its conference exhibit booths.

The booths this year will range in price from \$275 to \$375, depending on size. New inclusions in the basic booth rate are a **fully carpeted exhibit area, registration for the exhibitor's entire staff, meals, cocktails and entertainment.**

As in past years, the rental fee will also include booth drapes, one sign with the company name, a covered table, and two side chairs.

Delegate's Estimated Conference Budget

Air Fare—United Air Lines	
Sample Round Trip	
from Chicago	\$246
from New York	\$326
Delegate Registration	\$ 55
Wife's Registration	\$ 45
(includes meals & entertainment)	
Room (Oakland Hyatt House)	
Four nights at \$18-single	\$ 72
\$22-double-twin	\$ 88

If a post-conference trip to Hawaii can be arranged, the following rates would be in effect.

Air Fare—United Airlines (Add to above fare)	
Sample Round Trip	
from Chicago	\$ 81
from New York	\$ 43
from San Francisco	\$179

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UNITED OFFICIAL CARRIER

United has been named "Official Air Carrier" for NIRA's 31st Conference and Exhibit to be held in Oakland during June 14-18. Michael A. Fryer, NIRA's executive director, reported that United was also appointed "Official Air Carrier" for the post Conference trip to Hawaii.

Fryer is currently putting together the ground portion of the "Hawaiian Holiday". He alerts delegates to be ready in case the Hawaii trip materializes. "You can't miss this one." United will host NIRA's opening banquet on Thursday, June 15.

FLY UNITED

Hawaii May Be Post Conference Stop

Hawaii is six vacations rolled into one. The six different islands which make up the Hawaiian chain offer something for everyone.

Oahu, the 'Honolulu' island, is the swinging tourist's favorite. Besides the pretty girls and fabulous sunsets of Waikiki Beach, Oahu offers historic Pearl Harbor, the Punch Bowl, and Paradise Park.

If variety is your vacation bag, try Hawaii, the largest island of the chain. Here are the chain's two active volcanoes, plus the orchids Hawaii is famed for. In the same day, an active traveler can ski down Mauna Loa or water ski off the Kona Coast.

And if you just want to get away from it all, the four smaller islands were made for you. Maui offers a championship golf course and the Pacific's finest swimming beach. Kauai, restful and green, is the site of the movie *South Pacific*, filmed at Hanalei Plantation. Molokai, only 37 miles long, abounds in island deer, mountain goats, and wild boar. Lanai, smallest of the group, boasts a pineapple plantation and a hotel with only ten rooms.

Things are still in the planning stage, but NIRA hopes to be able to show you Hawaii this summer. Watch for details.

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Savings on Friend Ship Charters. Per person rates on United's Friend Ship charters often work out to about half the regular Coach fare. That's economy that only the largest jet fleet in the skies can give you. United has jets for every size group . . . from the quick little 737 to the wide-bodied 747, and DC-10.

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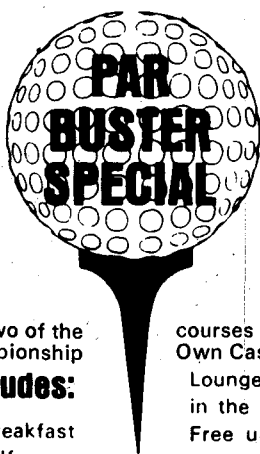
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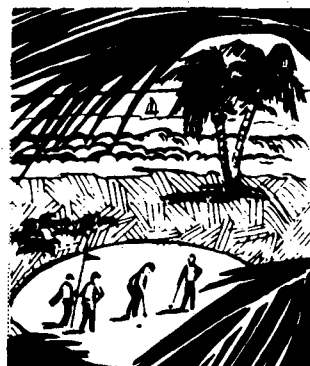
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GOOD THINGS TO READ

The Snowshoe Book, William E. Osgood and Leslie J. Hurley, The Stephen Greene Press, Brattleboro, Vt. 1972, Paperback, (128 pp.) \$3.95.

Canada, Hunters' Paradise, Canadian Government Travel Bureau, Ottawa, Ontario, Free.

1971-72 Travel Blue Book and Convention Issue, Publication Office: 2 West 45th St., New York, N.Y. 10036, (Includes Travel Film Guide with 1,500 titles covering more than 100 countries).

Arms of the World—1911, Digest Books, Inc. \$5.95, Northfield, Ill. 60093, (ALFA Catalogue of Arms and the Outdoors) 1972.

Bolt Action Rifles, Frank de Haas, Digest Books Inc., \$6.95, Northfield, Ill. 60093.

Boyne Country News, a 50,000 circulation monthly carrying skiing and golfing news. Free to R/M readers, Write Zig Bulanda, director of marketing, Boyne Mountain Lodge, Boyne Falls, Mi. 49713.

Dog Digest, Susan Bernstein, Editor. Total Guide to dog ownership Digest Books Inc., (320 Pp.) \$5.95 Northfield, Ill. 60093.

These **NIRA Publications** may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

Dog Digest, Susan Bernstein, Editor Total Guide to dog ownership Digest Books Inc., \$5.95 Northfield, Ill. 60093, 320 Pp.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

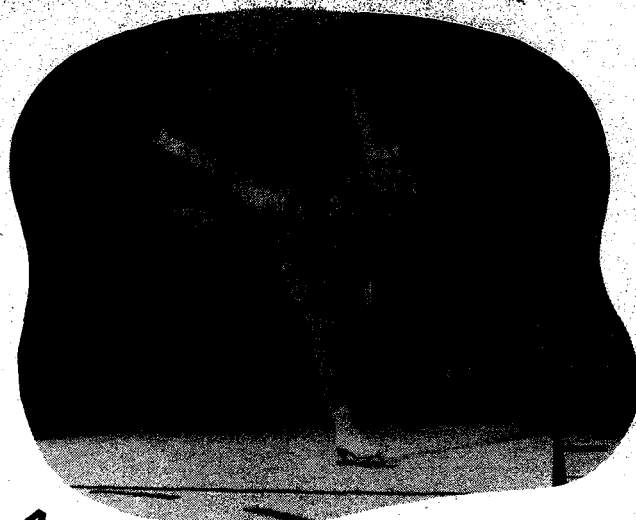
How To Organize and Manage Tournaments, from publicity to organization, from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Standard Sports Areas, dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. (64 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

Recommended Guide To Accounting Procedures, a manual setting forth accounting procedures developed from tried and improved methods and found to be efficient and very satisfactory by Nationwide Insurance Activities Assn. Valuable in organizing accounts, explaining what transactions go to each account and the proper way to record them. \$0.85 / members, \$1.00 / non-members. (24 pp.)

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.



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Fashion Trend-You

by Tom De Wan, President
U.S. Apparel Corp.

Are What You Wear

The use of modern fashion clothing for identity purposes is very popular. Some people call it Career Apparel. We call it the "Total-Look". Clubs, teams, groups, organizations and companies are purchasing all, or part of, the clothing that gives each member a uniform, distinctive appearance. The new desire by groups of people for identity is very strong. Most people are proud of the organization or group which they represent, and they are willing to reflect this pride by letting other people know of their presence as representatives of their organizations through the use of identical fashion-clothing.



To accomplish the Total-Look, the use of identical styles and colors in shirts, ties, blazers and slacks is desired. In addition to this, occasionally some type of emblem may be attached to the coat or jacket. This is mainly done, however, after arrival at a certain scene or situation where similar visiting organizations might be present. While traveling, and before and after meetings, conventions, or events, the Total-Look is accomplished generally without the use of attached emblems. This affords good-looking fashion that can be worn practically anywhere while de-emphasizing the commercial aspect. The most popular selection of clothing for the Total-

Look lies in a sports type outfit consisting of a sports blazer and slacks. Total-Look uniform ties and shirts are somewhat secondary.

Trend to knits

While woven clothing is still the most popular, a strong trend toward knit clothing is evident. Anyone who presently wears knit clothing can tell you that the comfort is unsurpassed. Besides being most comfortable, the wrinkle resistance, and easy care of knits, make them a "natural" for traveling and being away from home. Many knit dress-slacks and dress-shirts are actually wash and wear, and can be rinsed out by oneself, without the need for outside cleaning.

Total-Look

Because of the popularity of knits, a Total-Look package cannot usually be obtained through a local retailer. However, it can be satisfied completely, and many times more economically, by using a manufacturer who specializes in Total-Look programs.

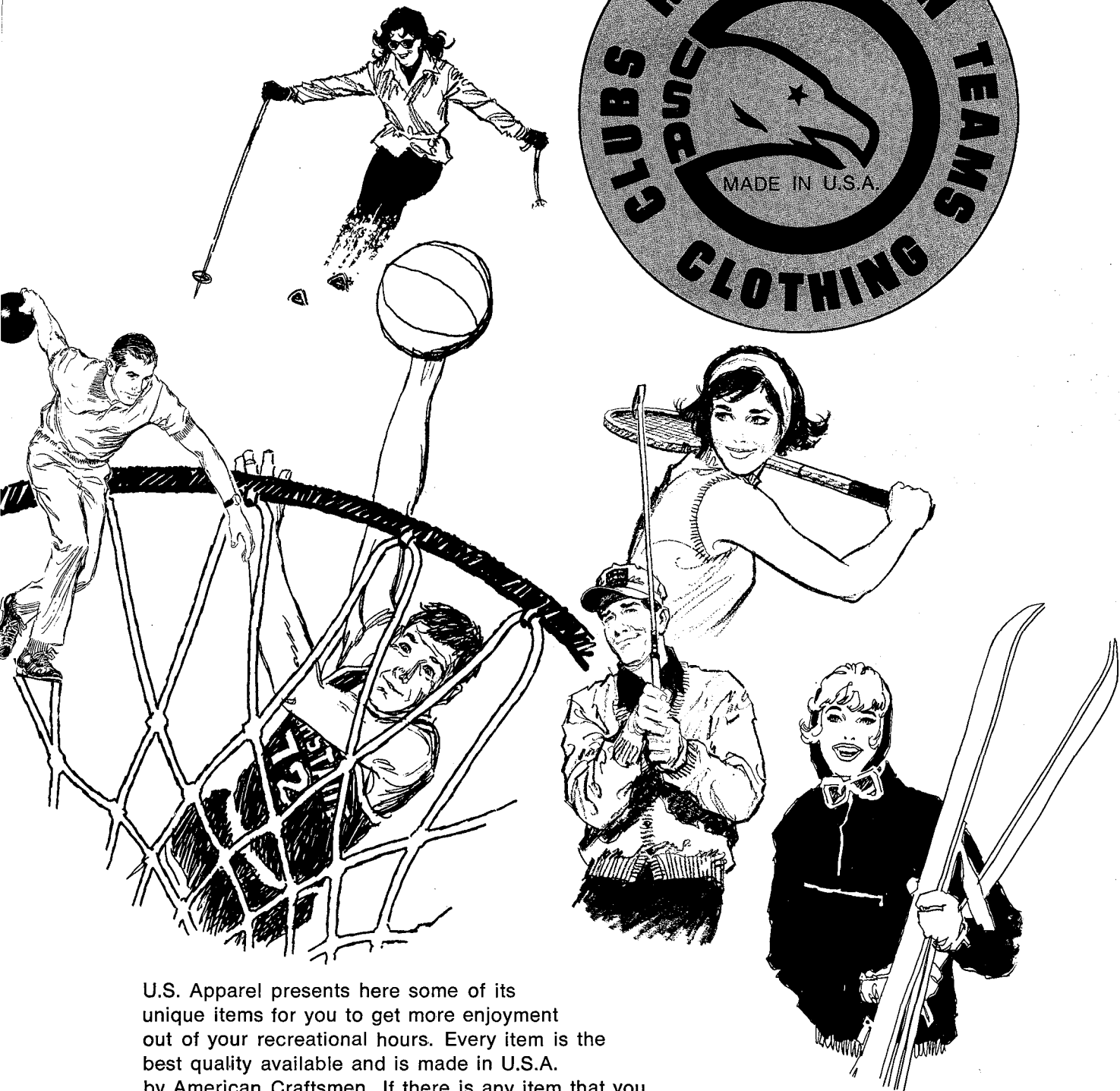
Not only are double knit blazers and slacks very popular, but knit shirts also are in strong demand. There is a critical shortage of knit shirts, more so than knit blazers or slacks. This fact makes the use of knit shirts for uniform use very impractical because of the lack of continuity, or in-depth stock, of similar styles and colors.

Cast Buttons

Some of the newer methods of specializing a sport jacket blazer is the use of special gold-plated, or silver plated, cast buttons on the front and sleeves. Cast into these buttons is the special name or symbol of the group or company. In addition to this, a special inside label, stating that the garment was designed especially for that certain particular use, can be had. This label can also be made into a special business or calling card pocket, which is rather unique.

Logo Neckwear

The use of special logo neckwear is once again becoming popular. The new designs incorporate into the ties your own special logo or name, in subtler fashion that in previous years. It is actually possible to weave into the fabric itself any special design or name before the necktie is even cut and sewn into a finished product. You will find many progressive groups and companies traveling in the above fashion. Whether they be traveling to a business convention or meeting, national show, or a team event, you will have to admit that the Total-Look concept of dressing alike certainly is impressive and sharp looking. The self-pride and pride of affiliation of people "belonging" is contagious, and so important for the lasting good impressions it has on others. ●



U.S. Apparel presents here some of its unique items for you to get more enjoyment out of your recreational hours. Every item is the best quality available and is made in U.S.A. by American Craftsmen. If there is any item that you are not pleased with, you may return it for a FULL REFUND as long as it is new and unused. Personalization for clubs, as well as many emblems, are available. Quantity discounts are available. Other items of clothing, uniforms, fund raisers are also available. Call us first for all your apparel needs.



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RC-18C and RC-18D - HIKER'S SHOE — Patented® Kush N Kollar design. This 6" shoe with full leather lining and padding at back of quarter for protection against rocks and shale, has cushion insole. Sierra Moss green upper leather, speed lacing, Vibram sole. The finest of its kind, for men and women. Men's=RC-18C; Women's=RC-18D.

RC-38W - CARRY SLING —Rugged vinyl coated Canvas with strong straps. Great for carrying firewood, logs, other objects. Size 18"x48". Color: Forest Green.



RC-18E - OUTDOOR BOOT—Winner of great "American Shoe Designer Award." Patented® Kush N Kollar design. This 9" Boot has Olive tanned upper leather. Full leather lined, thick cushioned top Kollar and cushioned lower back for no-chafe, no-bind comfort. Padded gusset, cushion insole. Leather storm welting. Steel shank. "The perfect outdoor boot."

RC-18F - RANCHERO BOOT—The latest for sport or leisure wear. This 10" boot is Royal Olive oil-tanned leather with leather insole. Has top side gore and pull tab for easy entry. No-mark neoprene sole, snug heel fit. Beautifully designed.

RC-18G - MOTORCYCLE BOOT with No. 75 test steel toe—Full 11" height with no-sag leg supported by flexible metal backstay. Triple-tanned full-grain leather with solid leather heel base. No-rust nickel-plated buckles with adjustable instep strap. For rough duty such as motorcycling. Crush-proof toes pass 75 Test, the highest rating for U.S. safety standards for working in manufacturing plants. Color: Black.

RC-33S - EAGLE BACKSAC—Waterproof vinyl-coated canvas. Adjustable straps, tie closures, brass grommets. Washable. Ideal for hikers, cyclists, all outdoors. Size 12"x15"x15". Color: Green.

RC-38F - EAGLE BAG—Ideal for traveling as a flight bag and great for teams, gym, etc. Vinyl-coated canvas, zippered fiber-reinforced bottom. Size 6½"x10"x14". Color: Blue. Many other colors available in quantity for clubs, teams, etc.

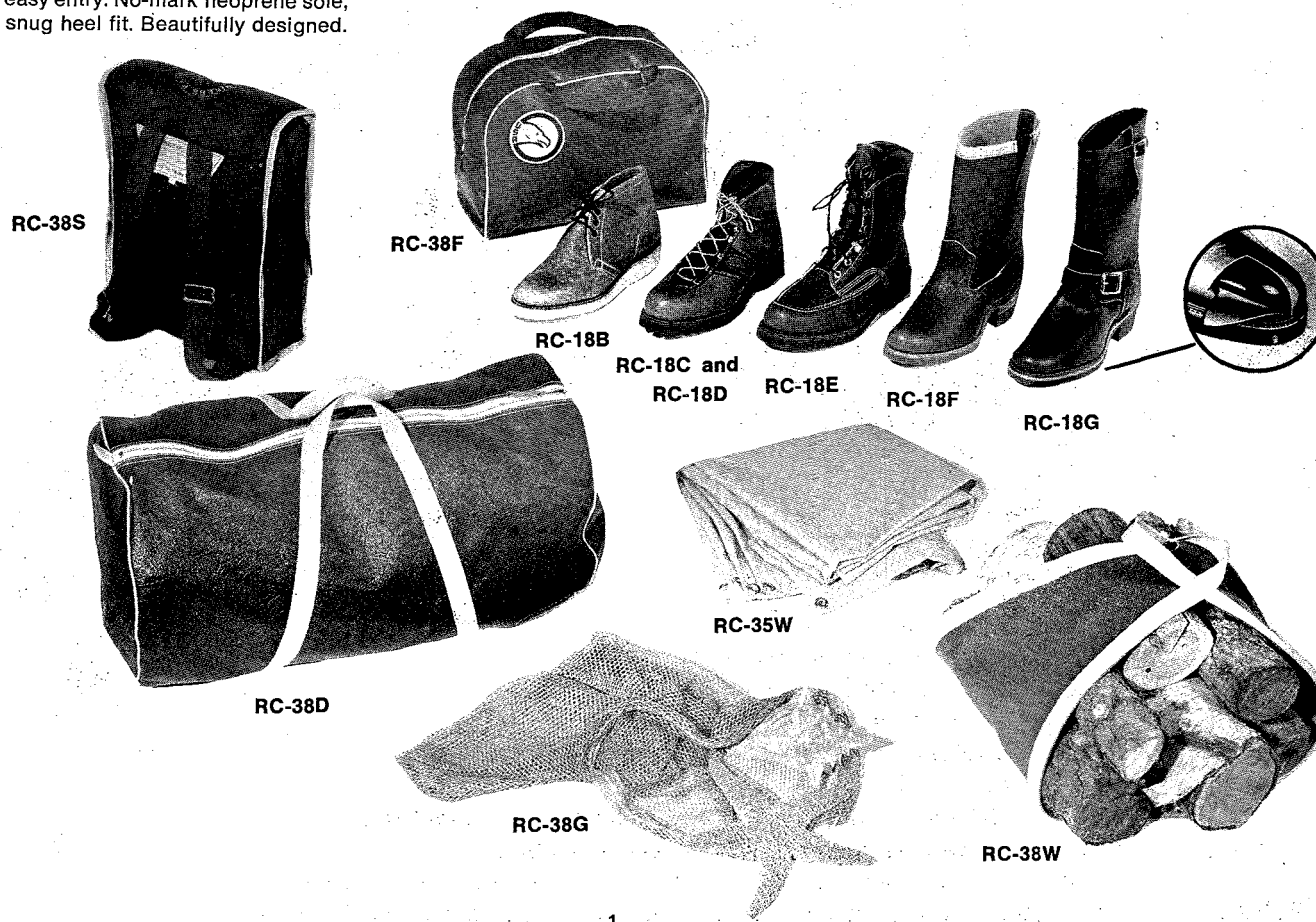
RC-38D - DUFFLE BAG—Rugged vinyl-coated canvas. Extra-strong handles and zipper. Holds all your gear, clothes, etc. A "must" for every outdoorsman and camper. Size 12"x20"x12". Color: Forest Green or Blue.

RC-38G - GOODY BAG—100% Nylon mesh bag with drawstring. There's nothing like it! Perfect for beach collecting, fish bag, cooling drinks, damp laundry. Size 18"x24". Color: White.

RC-35W - FEATHER TARP—A strong, light weight Nylon tarp. Urethane coated. Water, dust and grease-proof. Can't rot or mildew. Brass grommets on four sides at 28" intervals for perfect tie-down. Ideal for ground cover or on top of sleeping bags. Makes a lean-to, keeps clothes, gear equipment dry. Covers trailers, boats, pick-up trucks. Folds lightweight and compact. Weighs only 2 lbs. Size: 7 ft. x 9 ft. Color: Red.

FOOTWEAR SIZE SCALE

ITEM	A	B	C	D	E	EE	EEE
RC18B	8-12,13,14	7-12,13,14	6-12,13,14	5-12,13,14	5-12,13,14	6-12,13,14	6-12,13
RC18E	9-11,12,13	9-11,12,13	9-11,12,13	7-11,12,13	7-11,12,13	7-11,12,13	7-11,12,13
RC18F		9-12,13		7-12,13	7-12,13	7-12,13	7-12,13
RC18G			8-12,13	6-12,13	6-12,13	7-12,13	
RC18C		7-14	7-14	7-14	7-14		7-14
RC18D			6-10				
(WOMEN'S)			(WOMEN'S)				



SATISFACTION GUARANTEED

OR YOUR MONEY BACK!

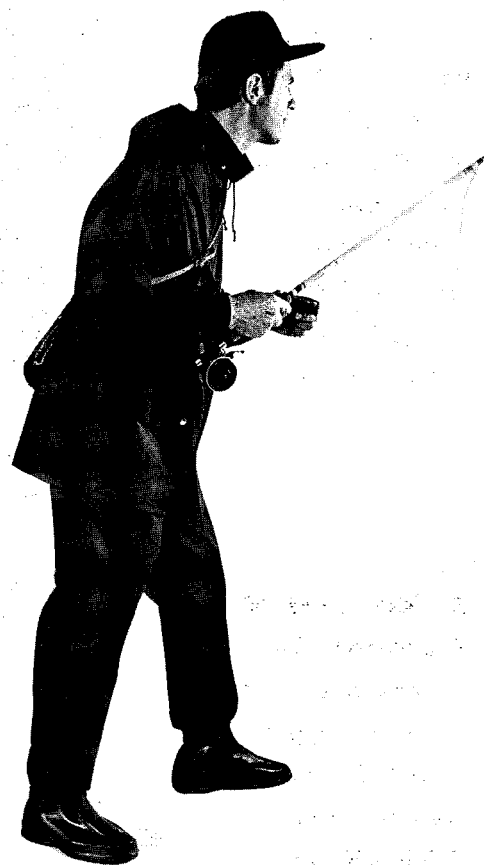
RC-10B - SPORT MESH CAP—Nylon mesh cap with big visor for golfing, fishing, boating, spectating. Adjustable—one size fits all. Colors: Red or Navy Blue.

RC-28U - EAGLE SPORTS JACKET
—The finest all-around Nylon wind-breaker jacket available. Full Cotton Kasha lined. Great for golfers! Two front pockets, snap front, classic collar, raglan sleeves, drawstring bottom. Wash and wear. Red or Blue. XS-S-M-L-XL.



C-33J - JUMP SUIT—Smart looking, easy care, dacron/cotton. Elasticized belt can be worn front or back. Front creases are permanently sewn. Five big pockets, zip front. The utility and comfort of this garment make it a "must" for all outdoors men and women. Colors: Red, Navy Blue or Army Green O.D. Sizes: XS-S-M-L-XL.

C-16K - GOLF SLACKS—Double knit 100% Polyester. Wash 'n Wear. Self-tab belt, straight legs, unfinished bottoms. Comfortable, wrinkle-resistant. Colors: Navy, Burgundy, Brown, Black, Grey. Waist Sizes: Regulars: 30-31-32-33-34-36-38-40-42. Longs: 36-38-40. Allow 6 to 8 weeks delivery.



RC-31A and RC-28E - MAKO RAIN SUIT—Light weight urethane-coated Nylon jacket, pants, hood. Jacket has big locking pockets and zip front. Hood is detachable. Pants has fly front, elastic cuffs. Color: Red. (Jacket only: RC-28E.) Sizes: XS-S-M-L-XL.

SIZE SCALE

XS Women	S	M	L	XL
6-8	32-36	36-40	40-44	44-48

RC-28R - FARENHITE JACKET—A warm, rugged winter hunting, shooting and utility jacket. Short length for easy walking, large pockets, knit nylon cuffs, side adjusting tabs for comfort and wind seal. Quilted Nylon Oxford with 6-oz. Dacron "88." Colors: Red or Blue. Sizes: XS-S-M-L-XL.

SIZE SCALE

XS Women	S	M	L	XL
6-8	32-36	36-40	40-44	44-48

RC-28F - VULCANO SKI JACKET—

Long styling with large locking pockets and detachable hood. Extra large collar protects neck and back of head.

Collar also snaps down when hood is detached. Nylon knit cuffs. Quilted Nylon Oxford with 6-oz. Dacron "88" Polyester Fiberfill. Very warm. Colors: Red or Blue. Sizes: XS-S-M-L-XL.

RC-30B - SKEEMO II Snowmobile Suit—

3-piece, waterproof, hood, jacket, pants. Patented styling. Designed from Original North and South Pole

expedition models by Tom De Wan.

Quilted Nylon Oxford, 6-oz. Dacron "88"

Polyester Fiberfill. Zipper pockets, fly pants, six zippers, super styled. Pants can be put on and taken off without removing boots. Guaranteed to be the finest. Blue trimmed in White XS-S-M-L-XL.



RC-28R

RC-28F

RC-30B



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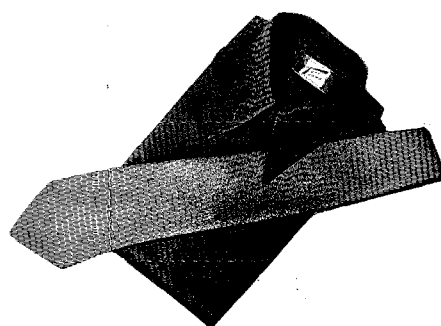
PHONE: 414/672-0501



BLAZER SIZES:

Shorts	Regs.	Longs	X-Longs
36-46	36-52	36-52	38-52

RC-22H - WOVEN BLAZER—Dress alike. Sharp-looking groups have same color blazers. Sporty Hopsack weave. Three-button styling with patch pockets. 55% Dacron, 45% Wool-Worsted. Colors: Navy, Medium Blue, Deep Red, Gold (other colors also). Allow up to 6 weeks delivery.



RC-11B - SPECIAL LOGO TIE—High-quality 100% Polyester neckties can have your club or team symbol woven in. Minimum order of 10 dozen is required per color. Many colors to choose from.

RC-12M and RC-12N - DRESS SHIRT

Dress alike. Sharp-looking groups have same color shirts. Minimum order of two per size/style/color is required. Woven Dacron Polyester and Combed Cotton blended fabric. Latest-styled neck, collar and fit. Colors: Light Blue, Med. to Dark Blue, White, Tan to Brown, Yellow to Gold, Light to Dark Green. Note: Color and styles of shirts may vary from time to time, depending upon up-to-date trends, therefore no continuity of styles or colors can be guaranteed. Contact us for suggestions for shirt selections. (Short Sleeves=RC-12M.) (Long Sleeves=RC-12N.)

RC-22E - DOUBLE KNIT BLAZER

—Dress alike. Sharp-looking groups have same color blazers.

- 100% Polyester.
- Special inside label that makes into a calling card pocket.
- Two-Button Style.
- Wide Lapels.
- Deep Center Vent.
- Year-Round Weight.
- Expert Workmanship with Wrinkle-Free Comfort.

Colors: Navy, Bright Red, Gold, Powder Blue. Allow up to 8 weeks delivery.

RC-16K - "AMERICAN" DRESS SLACKS

—100% Double-Knit Polyester, beautifully styled, executive fit, self-belt tab, straight legs, unfinished bottoms. Same as RC-16K Golf Slacks. These slacks coordinate with RC-22E and RC-22H Blazers. Colors: Navy, Burgundy, Brown, Black, Grey. Allow 6 to 8 weeks delivery. Waist sizes: Regulars: 30-31-32-33-34-36-38-40-42. Longs: 36-38-40.

CUT ALONG THIS LINE

(DETACH AND MAIL NOW)

PRICE LIST

(All Prices Include Postage Anywhere U.S.A.)

ITEM NO.	DESCRIPTION	RETAIL VALUE	SS72 YOUR DISCOUNT PRICE EACH
RC10 B	Mesh Cap	\$ 3.95	\$ 2.47
*RC11 B	Logo Tie	6.50	4.88
*RC12 M	Short Sleeve Shirt	7.95	6.47
*RC12 N	Long Sleeve Shirt	8.95	7.47
RC16 K	Knit Slacks	25.00	17.95
RC18 B	Banger Boot	25.20	19.88
RC18 C	Hikers Shoe (M)	43.80	33.88
RC18 D	Hikers Shoe (W)	39.60	30.88
RC18 E	Outdoor Boot	45.60	34.77
RC18 F	Ranchero Boot	30.00	26.49
RC18 G	Motorcycle Boot	36.00	29.95
RC22 E	Knit Blazer	85.00	49.95
RC22 H	Woven Blazer	45.00	39.95
RC28 A	Racing Jacket	10.95	6.88
RC28 E	Rain Jacket	18.95	14.88
RC28 F	Ski Jacket	35.00	23.95
RC28 H	Bush Country	35.00	26.49
RC28 M	Motorcycle Jacket	32.00	24.95
RC28 P	Warm-Up Jacket (P)	21.95	16.77
RC28 R	Farenhite	18.95	12.44
RC28 U	Eagle Jacket	12.95	10.88
RC28 Z	Warm-Up Jacket (M)	22.95	17.77
RC30 B	Snow Suit	65.00	39.95
RC31 A	Rain Suit	25.00	19.90
RC33 J	Jump Suit	16.00	13.88
RC35 W	Feather Tarp	17.95	14.88
RC38 D	Duffle Bag	12.95	8.88
RC38 F	Eagle Bag	6.95	4.88
RC38 G	Goody Bag	4.95	2.99
RC38 W	Sling	5.50	3.99
RC38 S	Backsac	9.95	7.77

*Minimum Order Required, See Catalog.

Satisfaction Guaranteed or your money back if returned within five days new and unused.

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RC30 B	Snow Suit	65.00	39.95
RC31 A	Rain Suit	25.00	19.90
RC33 J	Jump Suit	16.00	13.88
RC35 W	Feather Tarp	17.95	14.88
RC38 D	Duffle Bag	12.95	8.88
RC38 F	Eagle Bag	6.95	4.88
RC38 G	Goody Bag	4.95	2.99
RC38 W	Sling	5.50	3.99
RC38 S	Backsac	9.95	7.77

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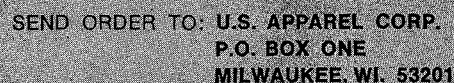
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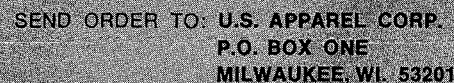


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GRAND TOTAL	100%
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CITY _____ STATE _____ ZIP _____



DETACH AND MAIL NOW)



RC-28P

RC-28A

RC-28M

RC-28H

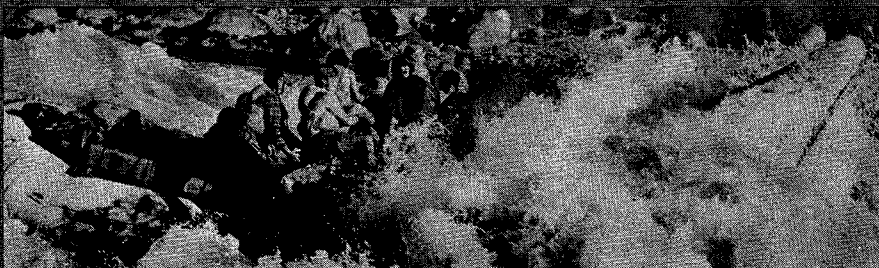
RC-28H - BUSH COUNTRY—Outdoors Jacket—The greatest camping, fishing and hunting jacket available. Four big self-locking pockets, adjustable belt. Weather seal fly front with zipper and snaps. Epaulements open and lock for shoulder straps for binoculars, knap-sacks, cameras, etc. Fully lined, water repellent, washable. Polyester and Combed Cotton Duck. Every sportsman needs this jacket. Colors: Army Green O.D., Red.

WHITE WATER RIVER TOURING

One Last Source of Adventure?



The Colorado isn't all "white-water." Long stretches of calm current provide ample time to relax and enjoy the magnificent canyon scenery.



Charging through Lava Falls on the Colorado River in Grand Canyon National Park—there's plenty of spray and fun in "shooting the rapids."

Wilderness travel is fast becoming one of the most popular vacation adventures. Whether shooting the rapids of the Colorado river in the Grand Canyon or island hopping on Australia's Great Barrier Reef, more Americans are enjoying the peace and beauty of wilderness.

"People increasingly pursue meaningful adventure in their leisure time," says Lou Elliott, director of the American River Touring Association (ARTA), a non-profit river recreation and conservation group.

"Wilderness offers relief from the clamor of urban life and more freedom than the often crowded resort." Elliott adds that wilderness travel helps people understand life relationships in nature and the society of men.

River touring ranges from the Grand Canyon of the Colorado River to the Salmon River in the Idaho Primitive area, from Canyonlands National Park and the canyon rivers of Utah to Oregon's Rogue River and the Gold Rush rivers of California.

Some special ecology outings can and are being planned for the Cooper River in Alaska and Wyoming's Snake River. Trips may vary from two to 12 days and often include air travel arrangements to and from the river as well as naturalist guides, sturdy rubber rafts, and fresh campfire meals.

Exploration to open more rivers and wilderness for public enjoyment is shown by a recent nine-raft expedition on the Rio

Patuca in Honduras, one of the most beautiful jungle rivers in South America. The trip featured jungle ecology and the shoreline abounded with tropical plants and wildlife. On a previous voyage over 75 bird species were seen, including the beautiful scarlet Macaw. Native villagers in dugout canoes are always a delight, and a full day is spent inland among the friendly tribesmen of Awas.

THE EXOTIC WILDS

The exotic wilds of the South Pacific could highlight a river touring excursion. It would include the Nasekawi River in the Fiji Islands, the national parks and wildlife sanctuaries of Australia, sailing and scuba diving on the Great Barrier Reef, and the Maori culture and panoramic parklands of New Zealand.

Itineraries can range from 29 to 34 days or shorter options. Such trips would stress the economy of the sleeping bag while enjoying the culture and wilderness grandeur of the South Pacific.

Exploratory outings to Ecuador's Rio Esmeralda and Galapagos Islands and the Fraser River and mountain waterways of British Columbia help people appreciate wilderness whether at home or abroad. By sharing the world heritage of wild lands and rivers we inspire greater concern for wilderness preservation.

Try this interesting recreation programming in your travel program. You may be amazed by its appeal.

Labor^{and} the New Leisure

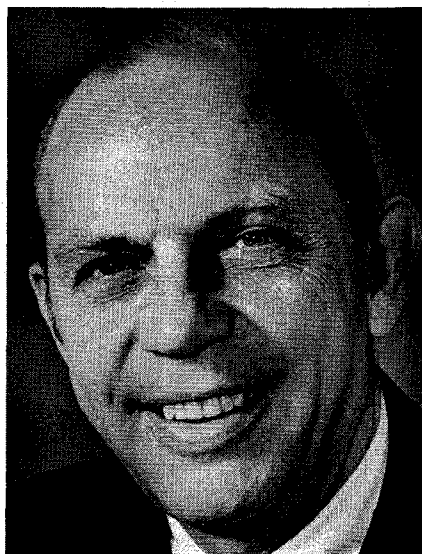
By James D. Hodgson
U. S. Secretary of Labor

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THE AMERICAN WAY magazine

In the early days of this country, man's struggle for existence consumed the better part of his waking hours; there was little time for leisure. Later, the pursuit of happiness led various segments of labor into sporadic drives for shorter work periods. In 1791, the journeymen carpenters of Philadelphia — at that time our capital city — 12-hour working day, running from 6 a.m. until 6 p.m. The "sunup to sundown" working day — which was carried into the services and trades from agriculture in the eighteenth century — was generally standard in the early 1800's. Well into the nineteenth century, employment for fifteen hours a day and eighty-four hours a week was not uncommon.

In the 1830's, during the presidency of Andrew Jackson, the 10-hour day became a prime demand of vigorous local labor movements. The Federal government was the first to introduce it on a large scale. In 1840, President Van Buren established an official workday of ten hours for government employees. In the decade of the '40's, the struggle to limit the working day to ten hours was centered in New England, spearheaded by the New England Working Men's Association and the Female Labor Reform Association of Lowell, Mass. The latter fought for reduction of the working day from fourteen or sixteen to ten hours "to preserve the health of work-

ing women and future generations." In the period of 1840-1860, several states passed laws making ten hours the standard working day for women and children, while three established general 10-hour laws. Although these laws were not enforced, the effect of



J. D. Hodgson has served as Secretary of Labor since July 2, 1970, having joined the Nixon Administration as Under Secretary of Labor in February, 1969. Mr. Hodgson came to the Labor Department from the Lockheed Aircraft Corp., where he had served as Corporate Vice President for Industrial Relations.

the 10-hour movement is reflected in available statistics. In 1840, 52 percent of establishments reported by the Bureau of the Census worked eight to eleven hours; 12 percent worked more than thirteen hours. In 1860, 67 percent of establishments reported worked eight to eleven hours; only 2 percent worked more than thirteen hours. The Federal Government again took the lead in reducing the standard working day from ten to eight hours, establishing an 8-hour day for its employees in 1868. However, private industry was slow to follow this example and even the 10-hour day did not become customary until after the Civil War.

Now a Sudden Surge

With the 5-day, 40-hour work-week general in industry for the last three decades, there is a sudden surge of interest in compressing the 40 hours into four days. We see this as the willingness of some workers to put in longer days on the job in order to have larger blocks of leisure time available. In some measure, it reflects the experience of the Federal Government twenty-five years ago when government workers eagerly accepted a lengthening of their hours of work from thirty-nine to forty to be able to reduce the number of days at work from six to five.

Leisure always prized

Leisure is something the American worker has always prized highly and striven to attain. There is no doubt that he's been successful in his struggle. In the past century, for example, reduction of the average workweek by about thirteen hours netted the American worker 675 hours of free time annually. Added to increased vacation time and more paid holidays, this amounted to a total gain in time free of work of nearly 800 hours annually or roughly one month out of twelve.

During the past decade alone, the average American worker gained about fifty hours a year in free time — fifteen hours in additional vacation time, four hours in additional holiday time, and the balance in reduced working hours. The recent growth in the number of vacation weeks has been spectacular. The hue and cry now is not for a further reduction in working hours — which would affect the worker's pocketbook — but for more usable leisure.

Answer the Cry

It is possible that the nation will answer that cry in the current decade through some rearrangement of free time to provide larger block of leisure. It may come from restructuring the present workweek or from additional weekend holidays or perhaps from longer vacations. Through rescheduling of existing holidays, most of American business and industry is already on a 4-day week for 10 percent of the year. It is easy to envision additional Monday holidays over a period of time, possibly to a point where each month would offer a 3-day weekend. This would not require a comprehensive reformation of our working life, but would provide a way to gain additional leisure in available block form without seriously disrupting present working and living patterns.

Already, the five Monday holidays provide new opportunities for sports buffs and travel enthusiasts to pursue their interests more extensively. An extra day can mean the difference between resting at home and jetting to a vacation resort or traveling high-speed highways to the second home that so many Americans now have tucked away in the mountains or at the seashore.

Whether a year-round 4-day workweek will catch fire remains to be

seen. A recent Gallup poll indicates that while a high proportion of men — particularly younger men — prefer the 4-day, 40-hour workweek, women are opposed to it by a two-to-one margin. It seems that working wives have trouble enough getting the children off to school and dinner on the table while working an 8-hour day. Could they do it if they were at the office or factory for ten hours?

The latest estimates indicate that over 100 companies have been experimenting with the 4-day, 40-hour week. Most of these firms are small, averaging about 185 employees. Some larger companies — Chrysler, American Motors, and IBM among them — are either formulating such experiments or seriously considering them. And some unions, notably the United Automobile Workers, are similarly expressing interest. Those who sniff the air for the new and different have little difficulty finding champions of the restructured workweek.

Overtime problem

But what would general adoption of a 4-day, 40-hour week mean to the average businessman? Obviously, the type of business in which one is engaged, the availability of labor and the most beneficial utilization of expensive machinery and equipment are important factors in the consideration of any rearrangement of working hours. As far as the payment of overtime is concerned, those employers now covered under the overtime provisions of the Fair Labor Standards Act would not be affected. That law, which applies to 40 million working men and women, simply requires the payment of overtime for time worked beyond forty hours in a given workweek. It does not specify the number of hours per day.

Special legislation

But for employers with Federal contracts the situation is different. The Walsh-Healey Public Contracts Act, which applies to 1.7 million workers, contains a mandatory ceiling of eight hours in a day. It authorizes the Secretary of Labor to make exceptions from that ceiling only on condition that an overtime rate of not less than time-and-a-half is paid. Special legislation would be required to change that ceiling.

Employers subject to the provisions of the Contract Work Hours and

Safety Standards Act, which applies to about 2 million workers, also are required to pay time-and-a-half for all hours worked in excess of eight in any calendar day unless granted an exemption "to prevent injustice or undue hardship or to avoid serious impairment of the conduct or government business."

Up until now, such exemptions have been granted only in emergency situations, such as in wartime and in limited individual cases where Government procurements have had to be completed in the shortest possible time; however, as the Department of Labor has recently had numerous inquiries from employers interested in rearranging their workweek, we are currently considering what, if any, Departmental action should be taken to meet these special problems.

There are other considerations for the businessman. For example, certain state laws presently prohibit the employment of women for more than eight or nine hours in a given day. And, under present law, Federal, state, county and municipal governments are required to pay overtime to

Continued on page 38

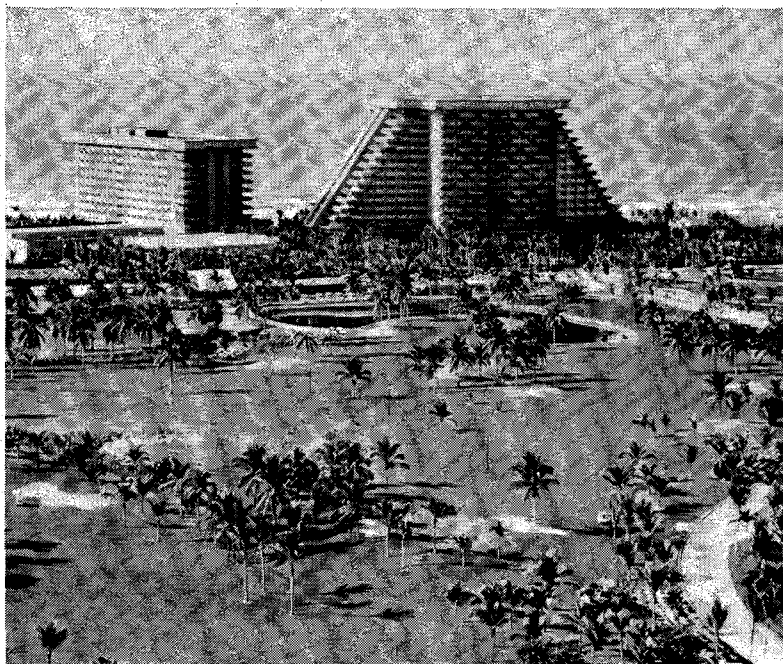
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Continued from page 37

non-supervisory employees for hours worked beyond eight in one day. Thus, a 4-day, 40-hour week would increase the pay of the 8 million affected workers by 10 percent — a heavy additional burden for the taxpayer.

Dept. wants to probe

Although it wants to respond to the wishes of the American worker and his employer, the Department of Labor would certainly want to probe more deeply into many questions before taking any action or recommending legislation to the Congress pertaining to the extended workday. High among our concerns is whether possible increased fatigue resulting from the longer workday might adversely affect employee health and safety. As this Department is dedicated to the task of reducing workplace-related illness and injury, we would want to investigate that subject thoroughly. The possibility exists in varying degrees, depending on the physical and mental demands of different jobs. It may not be significant in many jobs; in others, it may be important. In any case, we need to know more about it.

Need to know more

We also need to know more about what effect a restricted workweek might have upon moonlighting — in which one out of five working Americans now participate — and upon the labor supply from the working mother group.

Trend is there

The trend toward rearranging leisure time into more usable blocks is certainly there. Conceivably it could result in widespread acceptance of the 4-day, 40-hour week. Alternatively, the more usable blocks of leisure may be created by additional Monday holidays. Most intriguing is whether the present interest in the 4-day, 40-hour week involves only a restructuring of present hours of work or whether it presages a desire for increasing the total hours of leisure. Only time will tell.

Future???

Perhaps this is the trend of the future. It would certainly be in consonance with our current emphasis on an improved quality of life. ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Man 46, seeking career challenge in Industrial Recreation. 17 years experience in Recreation and Park profession. Worked with unions and ethnic groups. In-depth experience in these areas. Experience in technical layouts of recreation facilities. Degree in recreation and sociology. Married. Will relocate. Box 239 RECREATION MANAGEMENT

Man with M.Ed. in Recreation seeking position as Industrial Recreation Director. Six years experience with nationally recognized company in all phases of programming. Married with two children. Available immediately. Box 247 RECREATION MANAGEMENT

Man 42. Graduate Revenue Sources Management School, North Carolina State University. Experienced as Industrial Recreation Director-4½ Years. Avco Lycoming-Charleston Plant, S. C., Developing, Administering and Coordinating Programs for 3,800 employees. Labor Relations Employment, Employee Counseling and Company sales store. Five years Recreation U. S. Navy. Seeking job as Industrial Recreation Director or Assistant. Will relocate, Salary open. Box 243 RECREATION MANAGEMENT

Man 33, BS degree in Recreation and Park Admin., Indiana Univ. and work towards MS. Seeks position in Industrial Recreation or Employee Services. Will relocate. Desired salary \$14,000 and up. Experience four years Industrial Recreation Director, one year Supervisor of Municipal Programs, one year in recreation consulting services. Winner NIRA-Helms Award for best program in country for companies of same size. Experienced in recreation as well as business management of recreation programs. Box 248 RECREATION MANAGEMENT

Man 25, major in Recreation with BS Degree, wants position as Recreation Administrator, Director or Supervisor. Preferred location East or Midwest. Married, one child. Now available. Box 249 RECREATION MANAGEMENT

(continued on page 58)

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Now all your employees can save hard cash whenever they travel in the U.S. by joining NACT / A National Association of Travelers. NACT members enjoy 15 money-saving discounts and services including hotel and motel room rate discounts, discounts on car rental, free trip routing service and much more. Even if a member travels just once a year, the room rate discounts alone can easily pay the low membership dues. Regular member dues are just \$5 a year, but now your company employees can join at our special group rate of \$3.75 per member. And look at all these valuable membership benefits . . .

Room Rate Discounts. NACT members save—usually 10%—at over 3,400 better hotels and motels all across the U.S.A.

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Free Travel Newsletter. Money-saving travel tips, travelogues, safety information and more in "Enroute," the club newsletter.



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PLUS MORE! NACT members also get other valuable benefits such as free camping information service, free luggage tags, reflective bumper sticker, auto emblem, mail forwarding service, eligibility to apply for low cost insurance plans, and free travel information service.

Fill out and mail the coupon below for all the facts on this exciting travel club with big, money-saving benefits for all your employees.

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AND MAIL TODAY FOR COMPLETE INFORMATION

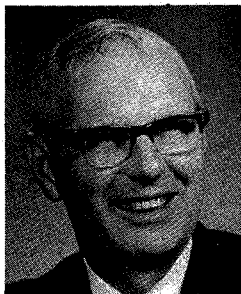
SEND TO: **NACT**

Attention: C. D. Brown
1000 Sunset Ridge Road
Northbrook, Illinois 60062

☐ I'm interested but want to know more. Please contact me.

☐ I like your program. Please send descriptive literature and applications for _____ (number) employees.

Name _____
Title _____ Phone No. _____
Company _____
Address _____
City _____ State _____ Zip _____



COMPANY PROFILE

Owens-Illinois Travel Programs

by Mel Byers,

O-I Coordinator for Personnel Activities

Industrial Recreation and Employee Service staffs of most major companies are all interested in providing some type of travel program for their people.

In my company we have offered travel programs since 1959 and have classified the programs in four categories.

- a) Group travel programs.
- b) Individual travel and vacation programs.
- c) Family vacation and travel programs.
- d) Special interest travel and vacation programs, sometimes encompassing a, b, & c.

Explanation

a) Group travel is considered any group of 15 or more that has a pre-arranged travel program outlined, located, and priced to be attractive to the group.

b) Individual travel is considered as program facilities and services offered on an individual reservation basis. Such services, facilities, transportation, and entertainment are pre-arranged and priced to be attractive to the individual.

c) Family travel is considered as a program including facilities, services, etc. that are geared to family participation and are similar to individual travel except for

additional programs and interest involving children.

d) Special interest vacation and travel is considered to be a program geared for groups, individuals, or families that enjoy such special activities as golf, fishing, hunting, theater and football.

Fringe Benefit

We believe our travel and vacation programs offer our people another fringe benefit not available to them from some other source. We do not consider the programs to be fund raising projects for our club or group, but we do consider them to relate as company and club concern and interest for our people.

Proper Administration

The program, if properly administered, can be another channel of employee communication, and an opportunity to build a esprit decorps among our employees that reflect in industrial relations harmony.

All programs offered require considerable promotion and communicative effort. In multi-plant operations, this factor becomes more acute, requiring a greater degree of attention and expense to achieve. We feel all programs must have at least a six month leeway for promoting. Ideally, a program is outlined a year in advance. Reception to the

program, after ample promotion has prevailed, depends upon the price attraction and secondly upon the quality and extent of the offer.

Experience has indicated that some programs require as much as five years exposure to the employees (or membership) before any appreciable volume is realized by the facilities or offering agent.

Most companies including Owens-Illinois have in-plant newspapers, bulletin boards, direct mail, and group word-of-mouth promotion. Some plants and offices are more skilled and successful in use of these aids than others, and the results of acceptance from one plant to another may vary greatly.

Hotels and resorts offering discount rates for our people are requested to furnish brochures and publicity material. Resorts that have been in our program for three and four years have doubled the volume of our employee acceptance on the third or fourth year of the program.

Promotion

Most companies including ours provide considerable promotion and communicative notices, signs and bulletins. These are usually printed at the company print and mail service department. Company art or advertising departments supply the art required. When an employee

program is offered, a number of releases are provided and supplemented by materials received from the resort, hotel or tour service. The plant newspaper editors also provide space and usually cooperate with pictures and attractive stories.

Key to Success

Key to the success of the total program, therefore, hinges upon the amount and kind of promotion given in each local area. Some personnel administrators are appreciative of promotion and communication techniques and provide a substantial employee information and promotion budget. However, the plant, or office, manager plays an important part in this respect by requiring and approving the budget for this purpose. He can insist that the personnel administrator keep an active, informative program in progress, including services to the employees.

From an advertising agent's viewpoint, promotional materials used in plants and offices are considered "captive advertising" and represents a high dollar value in his market place. The progressive personnel administrator views services and their promotion an important link in his relationship with employees. He appraises each program, seeking the most human relations mileage possible.

Some interesting observations—Disney World of Florida: Owens-Illinois, with 70,000 employees, requested 20,000 Magic Kingdom Club discount cards before the facility opened.

Repeat Travellers

Once employees are exposed to travel offers, 15 percent repeat in subsequent offers.

When a few employees in any one plant or office take advantage of an offer, the word spreads quickly and has a decided effect. Disappointments and unsatisfactory experiences encountered have the same effect causing distrust and little participation in the total programs offered. Therefore, the quality, truth-in-advertising and customer relationship is of the utmost importance.

Recommendation

We strongly recommend that the travel and resort program be under the supervision of a recreation director or personnel staff administrator because the experience and knowledge required to provide successful service and to avoid embarrassment to club and/or company.

Exercise Caution

When resorts, travel agents and transportation lines offer so-called incentives to individuals for securing participants, this becomes a problem area and often is interpreted as "pay off". Extreme care must be taken that this does not reflect upon the membership or employees as a racket or a preference status for the administrator.

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How To Remain Healthy And Enjoy Your Vacation, Too

by Department of Health Education
American Medical Association

An otherwise delightful vacation can be ruined by illness or accident to a member of the vacationing family or group, which could easily have been prevented with proper precautions or foreknowledge.

This informative article adapted from the revised edition of TODAY'S HEALTH GUIDE with permission of the Department of Health Education of the American Medical Association forewarns of hazards that may occur in traveling.

The trip will be more bearable and relaxing for small children if pillows and blankets are provided. Books and games will help entertain them on long trips. Make frequent stops—at least every two hours—to refresh yourself and to let the children blow off steam.

Depending on the number in the party, their ages and states of health and vigor, and the spaciousness and comfort of the vehicle, daily mileage may range from a leisurely 200 to as much as 400 without placing too much strain on the physical and emotional resources of the travelers. Anything above 400 miles a day becomes a burden for

many, though some enjoy going farther and faster. An occasional two-night stop at intervals of two or three days helps to provide rest, a chance to see the sights, and time to catch up with the laundry.

How to Dress

Clothing for a trip should be casual and comfortable, and provide for either extremes of heat or cold. At least two pairs of sturdy, comfortable, and "broken-in" shoes are essential for a trip which includes any appreciable amount of walking. So are hats to shield you against the sun, especially in high altitudes, and suitable rainwear. Sunglasses should be available for those who require them and should be of good quality, with ground-in correction where required.

Disposable handkerchiefs, paper towels, disposable diapers also help to lighten the maintenance chores along the way, and contribute to a trip that will be truly restful.

The first aid kit—a good thing to have in your car at all times, not just on trips—may be purchased ready-packed at many

drug stores, or it can be made up at home. It should consist of:

A metal box with a good catch or combination lock (key locks are no good because you may lose the key);

A first aid manual (AMA, Red Cross or Boy Scout);

A bandage scissors or other blunt-pointed scissors;

A fever thermometer;

One or more disposable enema packages;

A roll of one-inch finger bandage;

A roll of two-inch roller bandage;

A tin of finger bandages and "spots" of varying size;

A plastic bottle of tincture of green soap;

A package of double-ended cotton applicators;

A cotton "picker" package;

A package of sterilized gauze squares in envelopes;

A roll of one-inch zinc oxide adhesive plaster;

A plastic bottle of eye-drops as prescribed by your doctor for use after a long, dusty, sunny, drive; and

An 8-ounce plastic bottle of isopropyl alcohol or 70 per cent grain alcohol for skin disinfecting.

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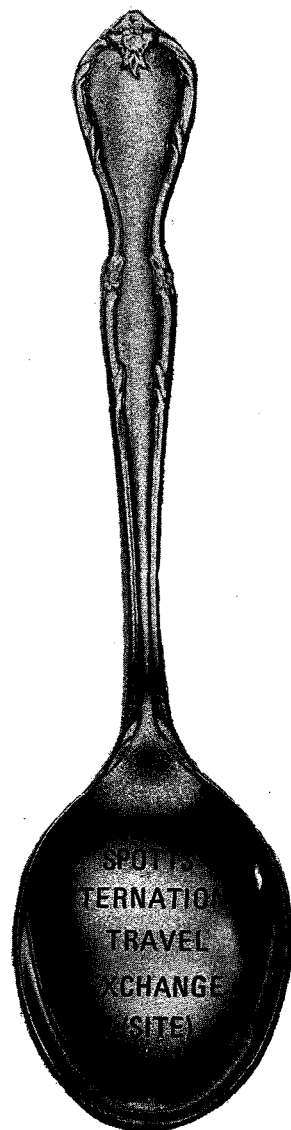


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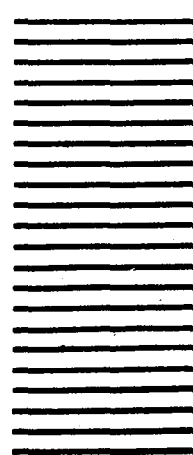
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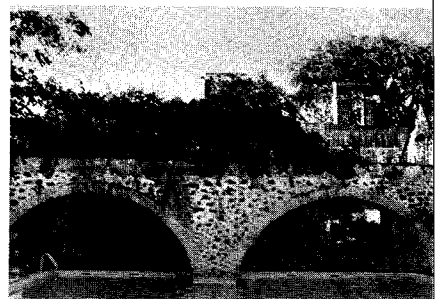
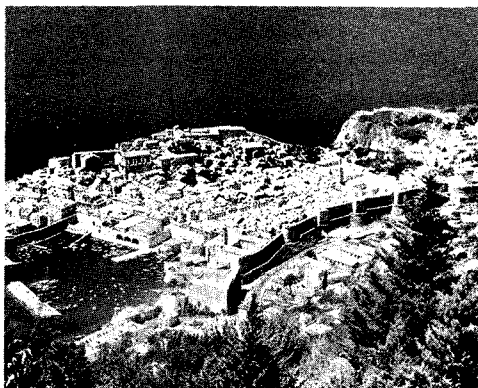
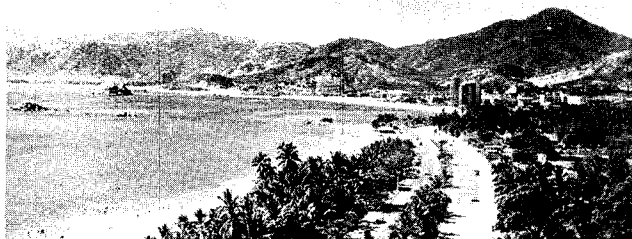
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It is usually better not to start a trip the first day of a vacation or to return the last day. This leads to hurry and flurry, adds to fatigue and interferes with the proper planning of the vacation beforehand and the equally important mopping up afterward. One may expect more pleasure even in the shortened time by avoiding pressures before, during, and after the vacation.

Important to the vacationer is the main purpose of his vacation, rest and re-creation, which is not quite the same as rec-reation—sometimes more appropriately spelled "wreck-reation." Too strenuous activity may spoil the vacation, and may even bring on serious illness or cause injuries. Strenuous activities should be begun gradually, until endurance is established. They should be held to a sensible level. Even the young and active may find a dip before breakfast, a morning of horseback riding, an afternoon of tennis, a swim before dinner, dancing until one a.m., and watching the moon for another hour to be too exhausting.

Traveling

Whatever the mode of travel, the goal is a sensible trip that takes everyone's comfort, safety, good health, and enjoyment into consideration. Excessive hours of daily travel lead to fatigue, uncertain tempers and, possibly, accidents. More casual travel, without a stiff schedule of things to do and see, will assure a more relaxed and enjoyable trip.

When packing the car, keep items which will be used during traveling hours within easy reach. However, leave the rear view clear and guard against flying objects on sudden stops by keeping all objects off the rear window ledge. Leave adequate leg room on the floor.

In extremely hot weather, travel is most comfortable in the morning, before the sun is high, and in the late afternoon or early evening. In general, safety calls for avoiding night driving, except

when deserts are to be crossed. Then the relatively cooler air of the night is an advantage. Air conditioning or drip-cooling of the car adds to passenger comfort and the prevention of fatigue. In dry or desert places, a desert water bag or two may be required, both for drinking and to replenish the radiator. Keeping the gasoline tank well filled may prevent running out of gas; and this can be more serious than merely an inconvenience if elderly people or children have to be left in a car exposed to hot sun or to severe cold.

Avoiding Infectious Diseases

Any number of infectious diseases may plague a traveler. For sure protection, see that immunizations for all communicable diseases are up-to-date for each member of your family. These should include immunizations against diphtheria, tetanus, polio, measles, smallpox and, for children, whooping cough. Ask your physician about any special protection you might need before traveling into certain areas.

If a member of the family is taking any special medicine prescribed by a physician, make certain to have an adequate supply for the entire trip. It will be a good idea to ask for an extra prescription, too, in case the bottle is broken or is left somewhere. Most common drugs can be purchased along the way as needed.

Your health and the way you feel during your holiday is probably the most important factor in determining the success of your trip. In the excitement of vacation preparations, do not overlook any aspect of the family's health that may cause problems during the trip. This may mean a trip to the dentist to guard against toothaches, and an extra prescription for eyeglasses, in case of loss. In planning where to go, the family should consider allergies and possible reactions

to high altitudes.

High elevations, excessive heat, and high humidity can make a stay uncomfortable for persons with heart trouble or difficulty in breathing. Check with a physician about any special problems concerning a member of the family who has been ill or is an older person. Planning for special limitations in advance will assure everyone of a more enjoyable vacation.

In this country it is not necessary to carry reserves of ordinary drugs, but a copy of any essential prescription is a safeguard in case of loss, breakage, spoilage, or other need for replacement. You should remember, however, that drugs not commonly called for may not be in stock in outlying community pharmacies. Liquids should be carried in plastic bottles rather than glass. A medical identification card may be useful, especially for diabetics or epileptics, and the emblem should be worn if an emergency is likely. Individuals requiring medical services en route, such as blood sugar tests for diabetics, can get them at almost any hospital, usually without prior appointment.

Communicable diseases are less of a problem than they used to be, but families traveling with children may wish to avoid epidemic areas. They can get advance information about these by writing to their own State Board of Health, giving their proposed route or by telegraphing and authorizing a collect reply.

Food and Lodging

Travelers and vacationers on the move may be more subject to bodily disorders than are the same persons in their daily routine at home. The places you choose to eat and stay may make the difference between a family of exhausted, deflated travelers and one of comfortable, alert travelers. Although tension and excitement may manifest

Continued on page 47

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Continued from page 45

themselves in stomach aches or headaches, often the changes in food and water will have as much or more to do with the way you feel and how much you enjoy your vacation.

Generally you can tell from the appearance of the establishment whether or not to take a chance on eating there. Have someone in the family go inside first to check out the general appearance, looking for uncovered food or other obvious signs of uncleanliness. These will be a fairly good indication of the conscientiousness of the operator. If your family plans to use the rest rooms, check these out too. If you have any qualms whatsoever, leave and find another restaurant; there is no need to take unnecessary chances with illness. Also, public rejection can do much to raise substandard sanitation facilities in food and lodging establishments.

Caution: Food and Water

Travelers are likely candidates for food poisoning and infection. A breakdown in proper safeguards for food preparation and service can cause either during any season of the year. During the summer months, however, the risk is greater, since heat and improper refrigeration may combine to spoil food.

Use common sense in selecting a place for your family to eat and stay. Select a clean restaurant, cafeteria, diner, or drive-in; many of these bear well known labels of recognized quality. Health authorities in many states post ratings in a prominent place in the establishment. Such a rating doesn't guarantee excellence in food, but it does indicate that equipment and general sanitation meet minimum standards. Avoid bringing meat salads and other perishable foods which may serve as good media for bacterial growth under improper refrigeration. Although portable

iceboxes will help keep foods cool, they are makeshift and cannot be relied upon to inhibit bacteria growth. Buy only as much food as you will eat within a relatively few hours and discard any leftovers.

The best safeguard to follow to avoid food infection or poisoning is to avoid certain foods which are more likely to cause such effects, unless you can be absolutely sure of the eating spot. These foods include: ground or mixed combinations of foods not cooked immediately before being eaten such as meat spreads (chicken, ham); potato, sea-food, and egg salads; cream or custard-filled pastries; cold sliced meats, including cold cuts; creamed dishes; undercooked meats—particularly poultry and pork; and custards. Such foods are not dangerous if proper methods of preparation are followed. But even a slight breakdown in preparation, handling, or refrigeration of these foods provides an opportunity for contamination and bacterial growth. If in doubt, always ask if the milk or cream is pasteurized. If it isn't, don't drink it; many serious illnesses can be spread through raw milk and cream. If it is necessary to drink milk or cream in an area where they are not pasteurized, ask for canned or packaged dry milk or cream.

Sun and Heat Protection

An attractive, golden tan can not be acquired during the first day on the beach. Begin the first day with about 15 to 20 minutes of exposure, and then extending the period in the sun each day. Painful burns can be caused by wind as well as the sun, and even on cloudy days it is possible to overexpose oneself to the rays of the sun.

Too much exposure to the sun can also cause sunstroke or heat prostration. Anyone can be affected, but older persons, persons with high blood pressure, and chronic drinkers are most likely to be affected. Usually

sunstroke or heat prostration can be prevented by wearing head coverings in hot sunshine, avoiding strenuous exercise on hot days, wearing light, loose clothing, and avoiding too much to eat or drink. Take sufficient liquids and salt foods freely.

Swimmer's itch (schistosome dermatitis) is caused by small parasites in the water, usually in lakes. It occurs in all northern states from coast to coast, as well as in the extreme south. Salt water bathers in the seaboard states have also been known to get swimmer's itch. The parasites burrow into the skin when you come out of the water, and may cause a prickly feeling. Welts resembling mosquito bites usually appear within about 24 hours, but may take up to 2 weeks to appear. Often swimmer's itch is mistaken for poison ivy rash or chigger or other insect bites.

Swimmer's Itch

The parasites must live part of their life in certain fresh water snails. The best way to avoid swimmer's itch is to stay out of lakes when the parasites are emerging from the snails. Usually these lakes give little trouble in early spring or late summer. If you do swim in parasite-infested waters, swim as far away from the snail beds as you can. Short dips reduce chances for exposure. When you come out of the water, give yourself a brisk rubdown with a towel—you may be able to rub off the parasites before they burrow under your skin.

Many hotels and motels now have swimming pools. It is important in using them to follow the safety rules laid down by the management, as well as those requiring showers before entering the pool. A protection against the fungus infection commonly known as athlete's foot is to wear bath sandals when not actually swimming. It is also a good idea to wear shoes or

slippers at all times when staying in hotels and motels, since the athlete's foot fungus is found in carpets and rugs as well as in gymnasiums and locker rooms and around pools. A soap and water shower after swimming is as good a protection as any against fungus infections of the feet. Careful drying of the feet, particularly between the toes after bathing, is also important.

Camping and Hiking

To some, living in the woods is one of the most enjoyable and relaxing vacations. Proper planning and adequate precautions against potential health hazards can make the camping trip relatively hazard-free. The trick is to make the camp a well-managed and safe one rather than a haphazard one.

Consider the equipment carefully, including bedding and tents, also your clothing, cooking equipment, and food. Sleeping bags and air mattresses provide more warmth and comfort than cots; and the enjoyment of camping depends a great deal upon a good comfortable bed. Select clothing with regard to season, freedom of movement, and protection from insects, briar, and heavy brush. Be sure to include rain jackets and proper sleeping clothing.

Adequate meal planning for a camping trip is of paramount importance. The camper's health depends much upon well-selected and substantial foods. Precautions must be taken, however, for safe preservation of all foods taken on the trip. (See above under Caution: Food and Water)

Insect Bites and Poisonous Plants

An effective insect repellent applied liberally to exposed parts of the body is your best protection against most insects. Available in either liquid or spray form, the repellents are not

harmful to human skin or to clothing, but they do produce an odor very disagreeable to mosquitoes. Protective clothing during the day and mosquito netting at night will help, too.

If you camp or hike in areas where ticks abound, cover yourself as well as possible. Tick repellents, usually in powder or spray form, are available to treat clothing. At least twice a day, check your hair and skin. If a tick is attached to your skin, pull it off gently, preferably with tweezers, or use paper or cotton. A drop of turpentine may cause the tick to back out, dislodging itself. After removing the tick, disinfect the bite with alcohol or some other antiseptic. Never crush a tick between your fingers or fingernails.

Chiggers

Adequate clothing is the best protection against bee stings and chigger bites. Try to keep children away from holes in trees and other obvious places where bees gather. A paste of baking soda and water will soothe a single sting, but contact a physician if someone gets many stings or if severe swelling develops. Chiggers are common in grassy and brushy areas, and usually cling to the legs. Wash with soap and sponge with alcohol after hiking in such areas. Do not sit down or be in the grass where chiggers are likely to be found. Refrain from scratching the bites. Include in your first aid kit some soothing ointments to alleviate itching from any insect bites.

To avoid trouble from poisonous plants, teach all members of your family to recognize and be on the lookout for poison ivy, poison sumac, and poison oak. If you know you've come in contact with such a plant, wash exposed parts as soon as possible with soap and hot water.

There are few poisonous snakes in the United States, but

some of them are very dangerous. Before venturing on foot into unknown territory, the vacationer should check with a ranger, a licensed guide, or a well-informed local resident about snakes which may be encountered. Snakes are found in deep grass, about rocks, and sometimes in water. High leather shoes and heavy gloves are the best protection against snake bite. When exploring in unfamiliar territory, it is best to "poke around" with a stick rather than with the hands. This is also a safeguard against black spider bites.

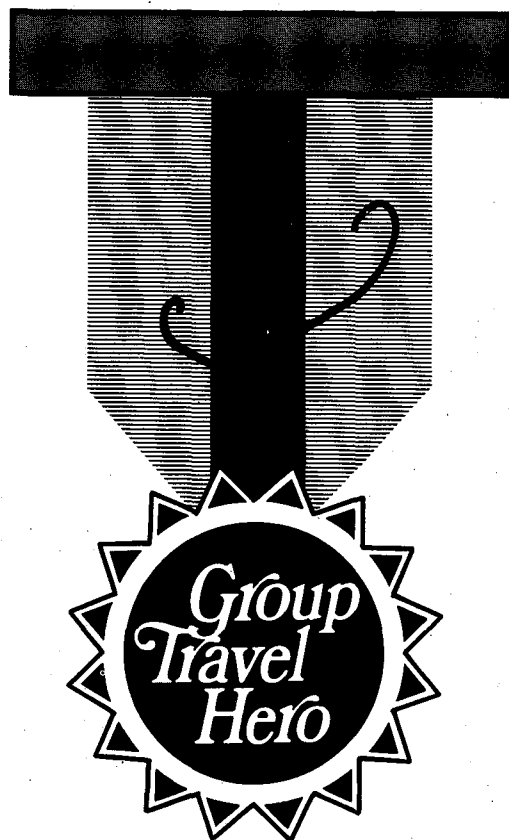
Winter Vacations and Travel

Vacations, holidays, and travel are not limited to the summertime. Ski enthusiasts look forward to the bracing cold air as much as others look forward to sunny, sandy beaches.

Special precautions are needed, however, while driving during the winter. Take along safety gear such as chains, shovel, snow tires, and extra gasoline, and stock the car with warm clothing, and some non-perishable foods, just in case you spend an unexpected night on the road.

Most winter sports require good health and good physical condition. Your comfort, health, and safety depend primarily on advance training and preparation and the clothing you take along.

Inexperience and overconfidence, together with fatigue, probably cause most winter sports accidents. Whichever sport you choose, use common sense, and know your limitations. Dress warmly, but not so you'll get overheated. Wear loose fitting, woolen inner clothing and a windproof jacket. Mittens will keep your hands warmer than gloves. Wear goggles or sunglasses to protect your eyes from glare, and take precautions against sun and wind burn. ■



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To fill that important retiree program, here's a time proven formula

By Melvin C. Byers

RETIREEES' GROUP BUS TOURS ENTERTAINING

Retiree groups are among the more active and successful industrial recreation special interest groups. Their programs cover a variety of interests, and among their most enjoyed activities are those that include food services or travel. Stop-and-go bus trips within a hundred mile radius or less provide comfortable, safe travel, leisurely sightseeing, and a chance to eat out.

If the group's treasury or company can pick up a small portion of the cost, the outing can be an economical recreation benefit for the fixed income participant. More often than not, the historical, educational and scenic areas closest to home are the ones so often missed or put off to see at some other time. Retirees have told us that points of interest in their own home towns were visited by them for

the first time after they retired.

All types of travel appeal to retirees and bus travel is one of the more popular. Long distance, cross country, See America tours are featured by many retiree groups and when planned correctly are most enjoyable. However, a large segment of the retired group do not participate in long duration bus trips. They prefer the stop-and-go tours of short duration, often just a day. Coming home to one's own bed each day and having no luggage to worry about is a factor to take into consideration. Specialized bus tours like a visit to the farm, metropolitan and state park tours, zoos, theater in the round, state and county fairs are good examples. Mystery tours and historical museums are but a few ideas that can be programmed for a stop-and-go trip.

The industrial recreation

director should be concerned with all age ranges in outlining his annual schedule of events. Certain type activities are more popular with one age group than another. Older people are not content to sit and rock away their lives, but neither are they anxious to compete in a handball tournament; therefore, travel and sightseeing is a natural when the places and things to do are of interest to them. One group of retirees on a stop-and-go bus trip enjoyed the opportunity to bicycle through a park area while others took to footpath trails for a short walk arranged by the park naturalist. Guided botanical garden tours and scientific exhibits are popular with senior citizens. Once short tours of this type are provided, there's an inclination to repeat, sometimes too soon and too often.

Plan Well Ahead

Retirees are more inclined to plan ahead than the active employee. The bus tour provided for the active employee can be announced at a much later date than for the retiree, even though the retiree has much more free time. If bus tours can be announced three months ahead of the date of travel and followed up with good promotional materials, greater participation can be expected. Long distance tours involving many days of travel require much greater "lead time" in announcing and promoting. A year in advance is recommended. Older folks are not pleased with the bus substitution as a motel or hotel. The tour will be appreciated more when each night a good motel or

hotel is provided. A good breakfast, a very light lunch and a light to medium dinner is recommended. If the meals are arranged or offered in this manner, it should also reflect in the cost of the total package. Box lunches can provide a picnic atmosphere aboard the bus, but shouldn't be offered too frequently. Food is of the utmost importance to these people, but the major complaint is that the servings are often too large, contain too many side dishes, bread sticks, rolls, etc. When they request a lighter meal the quality drops, choices are fewer, or they are told that they will have to take what is listed on the menu.

More Considerations

Name tags are important if all the group is not well acquainted. There is a pride factor in wearing a well designed club tag displaying their first name in large print. There is also a feeling of pride when recognition is given to the group by signs or banners on the bus identifying the group.

Contracts or written agreements for charter bus service must always be required between the carrier and the participating group. The director should review any contract or letter of this kind to make sure both the carrier and the participant have covered all the details, so both parties understand exactly what is and what is not included. A review check with the carrier's office three days before travel time is another fine practice to assure both parties that all details are complete.

The director or sponsoring group of any travel arrangement should have information with them concerning the participants—Who to notify in event of emergency? What participants have a health problem and what can be done for them in seating arrangements? Wheel chairs or emergency handling, if required.

In arranging a stop-and-go bus tour, be sure the selection of

the bus meets the trips requirements. If frequent stops are made, toilet facilities on the bus are not required, therefore a less elaborate, less expensive bus can be provided. Air conditioning of busses is practically standard equipment today, however, when not equipped, there should be a difference in rate charged. When planning long excursions by bus, only deluxe equipment should be used. A rest stop should be provided at least once for every two and a half hours of travel.

When planning a retiree bus tour, N.I.R.A. headquarters can be of help in providing you names of companies and the recreation directors having had experience with these type of activities. You as a member of N.I.R.A. will be more than welcome to the counsel and information offered by fellow members.

There are peak periods in bus travel just as there are peak periods in hotel accommodations. In many sections of the country Spring and Fall are the peak periods for busses due to football, autumn foliage trips and last rush for an outing before school starts, then Spring vacations, graduation trips, etc. If Spring and Fall tours are scheduled, be sure arrangements for a charter bus have been made well in advance of the season.

Many other details should be considered also. One of the most common complaints is the absence of a public address system in the bus, and when provided there is no one knowledgeable of the passing scenery to provide a running commentary. When tours are long and scenery monotonous, a tour director may take advantage of the lull and conduct a sing-along, explain the tour, ask questions, pass out attraction and sightseeing literature, conduct a "tell a story about themselves" contest. He may also talk about the company's new products, its activities.

Smoking should not be permitted unless the bus is air conditioned or has an air exchange system capable of carrying away the smoke. It is always advisable to have all smokers in one seating area. Non-smokers may become very uncomfortable and sometimes ill from cigar or cigarette smoke. There should always be a person appointed on each bus to represent the club or group. He should see that the refreshments and food, are aboard the bus, and be concerned with the comforts of his group. He counts the participants leaving and entering the bus, even though the bus driver may also be counting.

And Don't Leave Them

Leaving someone at the last stop sounds like an impossibility, but it has happened. The person or persons left behind are most unhappy and sometimes near a state of shock while friends aboard the bus are embarrassed and most apologetic. On some bus tours the need for a flight bag is more important to the bus rider than the passenger aboard an airliner. When a flight type bag is not offered, it may be a good idea to furnish a small paper shopping bag to hold all the informational brochures, souvenirs, and personal items.

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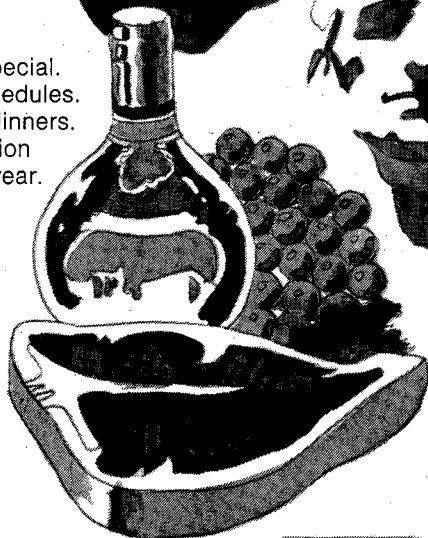
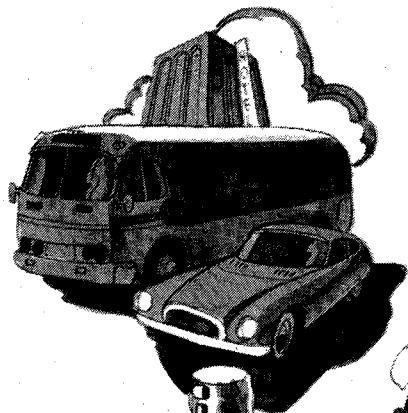
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10



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An Innovative Future Seen for Transportation

By John A. Volpe

U.S. Secretary of Transportation

"I am flattered to be able to communicate directly with your many thousands of readers of the future of transportation as it relates to recreation."

There are so many advancements in transportation on the horizon one almost doesn't know where to begin. Let's take each mode of transportation one at a time.

With the change in our life styles—more time off and generally more money to spend on recreation—the traveler looks to transportation improvements to get more recreational value for his dollar.

Take ground travel. Not only are few missing links in our 42,300 miles of interstate highway system of America being finished but the previous existing roads are being upgraded. In some cases this makes auto travel quicker; in others, it makes the trip more enjoyable. And let us not forget that it makes the trip safer. For while we physically improve roads we



John A. Volpe

are also vitally interested in improving vehicles—and drivers. We are insisting on crash-resistant cars, and we are insisting on crash-resistant drivers—or more simply stated, let's get rid of the errant and drunk driver.

The results of these improvements, both physical and personal, will become increasingly evident during the 1970s.

Ground Travel

A vital part of ground travel is by train. True, rail passenger service has declined greatly, but the curve is swinging upward in this decade. The advent of AMTRAK (the amalgamation of major railroads into a quasi government-public organization) can result only in better services for travelers. The Turbo Train (powered by an airplane-type engine) is certain to advance locomotion. Its initial test between New York and Boston has been highly successful. Another success story, sure to improve, is the Metroliner—high-speed rail service between New York and Washington, D. C.

While our Department of Transportation does not regulate buses, they are sure to benefit from automotive technology and roadway improvements. Likewise, another mode of travel not directly supervised by our Department but one which bears great potential, is the inland waterways system.

TACV

By the way, one method of locomotion that may well blossom in this decade is the tracked air cushion vehicle (TACV), which is just what its name implies—it travels along a track riding on a cushion of air.

Let's take off from ground travel and get into the air. This is perhaps the most dramatic form of travel. The improvements in air travel may be more evolutionary than revolutionary during the 1970s, but they will hold great portent.

First, the aircraft themselves. From the propeller-driven plane we advanced to the jet-powered craft. We went from the sturdy B-707 to the dramatic B-747. Now we are seeing the advent of the air-bus—the DC-10 and Lockheed 1011; medium range planes that can do the work of perhaps two smaller jets. Then there will surely be a supersonic plane which will make intercontinental travel as con-

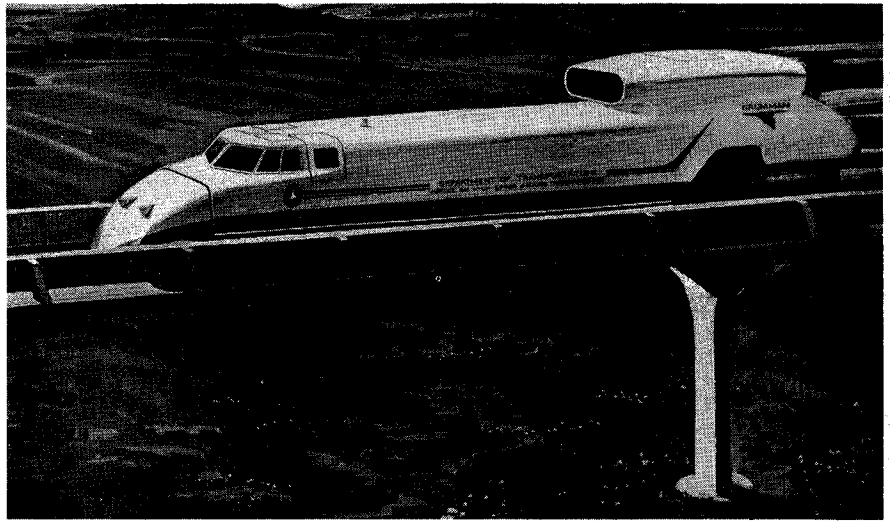
venient as a present day commuter flight.

And speaking of commuters, we will see more commuter-type operations, or air-taxi service as some people call it. We can get from one major metropolis to another by air, but then how do you get to the secondary location by air?

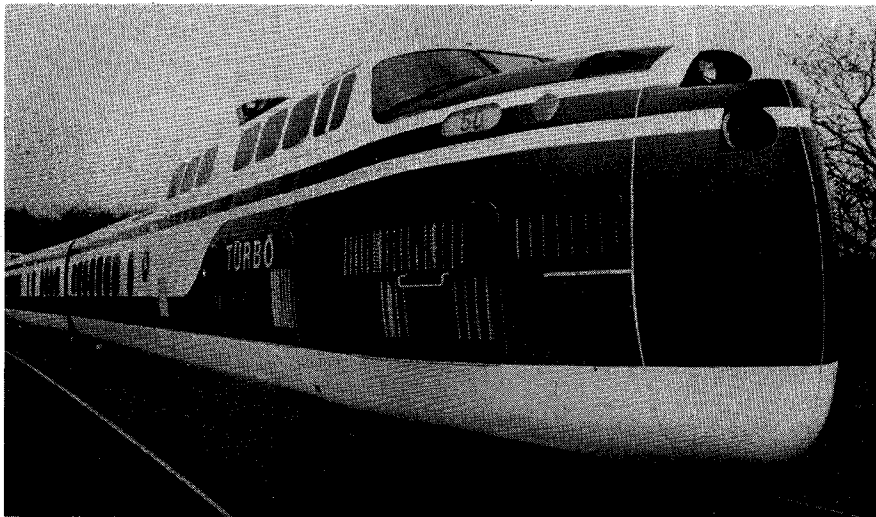
Along with aircraft improvement comes engine improvement. The jet engines of the 1970s will be quieter and cleaner—and that's vital if we are to enjoy our environment.

Traffic Control

Then there is air traffic control improvement. There will be more automation but that won't mean



Riding on a cushion of air, the TACU may be our future means of transportation.



Turbo Train, built by United Aircraft Siborsky, is in service between New York City and Boston.

robot-controlled flights. Rather it will mean that air controllers can do their jobs more efficiently.

Private planes will be safer—not only by design but because we are requiring them to carry more sophisticated equipment. We don't want to drive out the pleasure pilot; we just want to make sure he and others fly safe skies.

Recreation Facilities

With all these improvements in transportation, there will have to be improvements in recreational facilities that serve the various modes of transportation. Already you're seeing airlines contracting

The Lockheed 1011, a medium range plane, is expected to do the work of two smaller jets.



(continued on page 58)



nira news

MacLean to Succeed McCarthy

John MacLean, Ford Motor Company, Dearborn, has been named to succeed P. J. McCarthy, as a District 3 Director. McCarthy recently

left the employ of the Oaklawn Park District, in the Chicago west suburban area, a NIRA member. Selection of MacLean to fill the vacancy was made by Eugene W. Miller and Edward V. Meith, Directors for Region 3, in accordance with the NIRA by-laws.

"I have worked with John on various recreation programs and functions in the Detroit area and I am very happy to have him on the team," said Miller in announcing the appointment.

Saturn Opens New Office

Saturn Airways, (NIRA Association member) Oakland based supplemental charter carrier, has opened a new sales office in Miami. This office is Saturn's sixth. Other sales office locations include: New York City, Detroit, Chicago, Los Angeles and Oakland/San Francisco. European offices are

located in London, Frankfurt and Amsterdam.

Bowls 300 Game; Shoots Hole-In-One

Any bookie worth his salt would lay you a trillion-to-one odds against one man bowling a 300 game, then sinking a hole-in-one on the golf course—both within 24 hours.

Had Art LaPointe of Ford Motor Co., Detroit, bet two cents he could do it, he would be a rich man today, surmizes the FORD WORLD. One Friday night, he bowled a perfect game at a nearby lodge. "I carried away the Lodge Jackpot of \$165 and a pleasant glow," he says.

"I was so excited the next morning that I needed a round of golf to unwind. The three guys I was playing with were kidding me about the 300 game. But they stopped laughing on the 10th hole when I sank that hole-in-one."

When it comes to bucking impossible odds in sports, LaPointe is an old hand. When he was 46 years old, he was named to the All-American Amateur Baseball team.

New Sheraton Hotel Opens in Portugal

The Sheraton-Lisbon Hotel, with some 401 rooms, is scheduled to be opened for business in late summer. This 26-story, tower-type structure is centrally located near Edward VII Park at the intersection of Av. 5 de Outubro and Av. Fontes Pereira de Melo.

All rooms will have private bathrooms, radio and television outlets, and will be completely air-conditioned. There will also be 10 suites and 3 hospitality

suites. Additionally, facilities will include a large ballroom, four restaurants and lounges on the lower levels and a panoramic penthouse restaurant and cocktail lounge. Facilities will also include a swimming pool with snack bar, several conference rooms, and a number of shops and office that are usually associated with a contemporary downtown hotel.

Establish Recreation Award at McDonnell

McDonnell Douglas Corporation has established the Bert Granville Award in honor of the late MDC St. Louis recreation supervisor. The award will be given annually to the person who during the preceding year made the "most significant contribution in time, effort, ideas and leadership to MACtivities." A plaque will remain in the Building 2 recreation office for addition of future winner's names and a smaller version will go to each winner. Granville died in April, 1970, after 17 years with the McDonnell recreation department.

Air Jamaica Moves N. A. Hdq.; Promotes Baumann to Gen. Mgr.

John G. Baumann has been named general manager-North America of Air Jamaica, succeeding Gordon R. Wilson, who retired from the post on Dec. 31.

G. G. Machado, vice president—system operations, also revealed that Air Jamaica's North American headquarters, formerly in Miami, were transferred to New York on Jan. 1.

He said the move is designed



to provide for more centralized operation of marketing efforts in line with expansion of Air Jamaica's route system in North America.

On Dec. 1, the airline opened its newest U. S. gateway with

MORE NIRA NEWS

daily non-stop jet service from Philadelphia to Jamaica, and on April 30, Air Jamaica will inaugurate non-stop flights between Philadelphia and Toronto. Also on Dec. 1, the airline increased capacity on its daily Chicago-Nassau-Jamaica service.

NIRA President Promoted by Eastman Kodak

NIRA President C. James Moyer has been appointed director of employee activities in the industrial relations division of Kodak Park and continues as executive secretary of the Kodak Park Athletic Association. He succeeds John H. Bushfield, who has retired, in the director of employee activities position.

Moyer joined Kodak in 1941 following graduation from St. Lawrence University where he received a B.S. degree in chemistry.

He began his career as a chemist in the synthetic chemicals division, and was appointed a staff assistant in the Kodak Park Athletic Association. In 1962 he was named executive secretary of the KPAA, one of the largest employee recreation organizations in the United States.

In his new assignment, Moyer will have overall responsibility not only for the KPAA but for the Kodak Camera Club, the Kodak Park suggestion plan, bowling lanes, photographic store, entertainment programs, travel programs, services to plant visitors, management of Kodak Park's recreation buildings and outdoor recreation facilities, and the general planning and administration of activity programs for employees, retirees and their families.

A native of Sauquoit, N. Y., he and his wife, Irene, live at 534 Elmgrove Road, Gates, N. Y. They have three children.

U. S. Apparel Becomes NIRA Associate Member

NIRA welcomes United States Apparel, Corp., Milwaukee, to an Associate Membership. U. S. Apparel is the first member of the clothing industry to become a NIRA member.

The president of the firm, Tom De Wan, is well known to NIRA members who have purchased Identity Clothing during the past eight years.

De Wan has designed outstanding clothing and presented exceptional clothing programs for outdoor wear for more than a decade. For instance, he designed special clothing worn during the Plaisted North Pole Expedition (1967-68), the Mount Ararat (Turkey) Expedition, and the Pederson South Pole Exploration (1970). At present, he is designing clothing to be worn for an Amazon River Expedition.

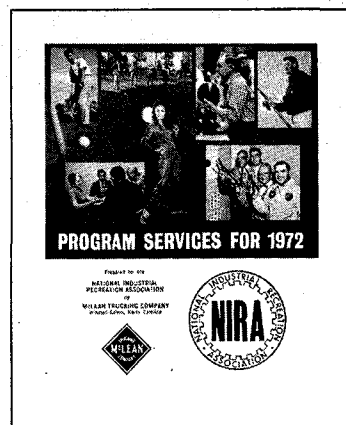
U. S. Apparel offers a complete line of recreational clothing from double knit blazers and slacks to jump suits, jackets, bags, boots weather gear Tee-shirts. The firm carries a complete source of clothing for all recreation and group clothing needs.

For all soft goods contact U. S. Apparel, Corp., P. O. Box 1, Milwaukee 53201 (414) 672-0501. Free discount catalogs are available to recreation directors.

Holland America Uses NIRA Lists

Holland America Cruises has taken advantage of its NIRA associate membership to send its 1972 catalogue and other direct mail to the NIRA membership.

NIRA makes available two mailing lists. One consists of voting members, one vote per corporate membership, and the other of RECREATION MANAGEMENT subscribers. This list includes all corporate members, their branch recreation programs, and the companies on the controlled portion of the list.



NIRA Recreation Program Announced

An extensive 1972 recreation program has been arranged for NIRA members by Miles Carter, Vice President, Program Services for NIRA. Miles is recreation director for the McLean Trucking Company, Winston-Salem, N.C.

The program includes 11 events, all but two in which the results are to be mailed to the event coordinator. Details will be found on the event information sheets in the program brochures forwarded to NIRA members during the last week in February from the NIRA office.

The two events to be held on site are trap shooting and the regional golf tournaments.

The other events in which the result are to be mailed to the event coordinator are:

33 Feet Precision Air Rifle-Air Pistol; .22 Caliber Rifle and Pistol; Men's Bowling Tournaments—Regional and National; Women's Bowling Tournaments—Regional and National; Bulbhome Beautification Program and Contest-Photo; 10th Annual Duplicate Contract Bridge Tournament; Miss NIRA Contest; Photo Contest; and Fresh Water Fishing Contest.

Pleased with the initial response, Holland America plans to send NIRA members future mailings on its new short cruise programs.

Volpe: Innovation

(continued from 53)

with auto rental agencies for the "complete" transportation package.

In short, transportation improvements will open up new possibilities for recreation. Time is always a factor. Nowadays, it seems many people prefer several shorter vacations rather than one long one. They use one mode of transportation on one, a different one on the second. Where before-hand some recreation and vacation plans were predicated on distance, now they can be geared to location.

Whether you're going for a weekend trip in the camper, or on a jaunt to the Caribbean or a tour of the West, getting you there quickly or safely or comfortably is our business. With you having more time to spend on trips in 1970s, we feel confident that transportation improvements will keep pace.

I don't know which came first, transportation or our style of life. But I do know one feeds on the other.

It is evident I haven't gone into great technical detail on the improvements in transportation in store for the 1970s, but I hope I have properly conveyed to you our purpose. We are never satisfied with today; tomorrow can see improvement. Bearing this in mind, I hope this opens up new thinking on travel for all of you.

Our aim is to make getting there more than just half the fun.

Classifieds

(continued from page 39)

Man, 25, masters in Recreation seeking job as industrial recreation director. Experienced in programming, supervision, and instruction. Will relocate. Available immediately. Box 250 RECREATION MANAGEMENT

MORE NIRA NEWS

Yes Vote Trend On Three of Four By-Law Changes

Three of the four proposed association by-law changes will probably carry. The proposal that no new councils or previously affiliated councils be accepted after March 6, 1972, is the referendum issue which at this time could swing either way.

The proposal which would close out the NIRA affiliate category for organizations which sell on a local level, such as amusement parks and sporting goods dealers, shows a slight yes vote trend. However, late votes could defeat this attempt to merge the affiliate category with commercial concerns which operate nationally (associate members).

Also showing a yes vote trend were the proposal that would provide for free membership for retired NIRA professional recreation leaders (the current fee for retired members is \$5 per year or \$50 for life) and the referendum issue that calls for raising the student fee from \$5 to \$10 annually.

Saturn-Hyatt Filing Indicates ITC Return

Saturn Airways and Hyatt Holidays (NIRA Associate Members) have scheduled a 10-departure program from Chicago to Hawaii. This is a renewal entry of a supplemental into the ITC, (Inclusive Tour Charter) market since a slacking off because of the recent heavy emphasis on group promotional fares by scheduled carriers.

The new program established by Saturn-Hyatt plans to operate between Feb. 5 and June 17. Four nights in Honolulu, two on Maui and one at Hilo are included. Under this type of charter arrangement, individuals may book into the tour; membership in a particular group is not required.

NIRA Enrolls First Intern

Howard Thornburg, a recreation major at Moraine Valley College, Palos Hills, Ill., Believes in going where the action is.



Howie is the first recreation major to enter NIRA's Intern Program.

As program intern, Howie spends weekly sessions observing activities and working in the Chicago NIRA headquarters.

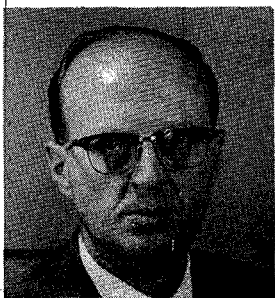
Rated Special Projects Assistant, Howie works under the immediate direction of Michael Fryer, NIRA executive director, (BS, MA education) in these areas: association management; recreation administration; program planning; financial management; editorial copy and production in NIRA publications; office procedure and equipment usage; and public relations.

North Am. Nat'l. Bank Women Get Beauty Care

The National Bank of North America, Fifth Avenue branch, New York City, recently added something new in fringe benefits. Judy Thorton Stark, director of bank relations, arranged a "mobile grooming clinic" at which women employees were invited to have their hair styled, cut, and set free on company time. The bank paid for everything.

The "customers" were introduced to the delicate Chinese porcelain beauty look, including bamboo-green pressed eye shadow. They were warned that teasing is the worst treatment hair can get.

Reaction to the beauty clinic? "Wowie" and "It's wonderful," the women said.



Paul W. Wood

Miss NIRA Judges Set—They're All Pros!

The deadline for entering the 1972 Miss National Industrial Recreation contest is March 30, Paul W. Wood, contest chairman, has announced. Mr. Wood is the recently elected president of the Recreation Council of the U.S. Department of Agriculture, Washington, D.C.

Judges for the contest will be Charles G. Harris, director of public relations, Patricia Stevens Career College of Washington, D.C.—panel chairman; Mrs. Anna G. Harris (no relation), Washington County, Md., teacher who pioneered public school t.v. teaching under a Ford Foundation grant; Mrs. Linda Peluzzo Townsend, the former Miss Maryland and winner of the special talent award at the Miss America pageant; Warner Wolf, sports commentator, WTOP-TV (CBS), Washington; and Pat Fischer, Washington Redskins cornerback and investment counselor for Hornblower and Weeks-Hemphill, Noyes, Washington, D.C.

Single female employees of NIRA member companies who are between the ages of 21 and 30 and who have participated in at least two recreation activities of their companies (one of these activities must be a sport), may enter the contest. The judges will choose the winner on the basis of five unretouched color photographs of the candidate. Points will be awarded for visual poise, beauty of face, beauty of figure, vivaciousness, and biography, with a maximum score of 20 points in each category.

The new Miss NIRA will receive seven days in Hawaii, all expenses paid, plus registration and accommodations at the national conference in Oakland, June 14-18, 1972. The winner's company will be responsible for her transportation to Oakland for the conference.

Fast Action Required

NIRA Stages Bowling Tourney

Like your company to take part in a nationwide bowling tournament? Afraid your boss wouldn't meet the cost or approve the days away from work? NIRA has the answer—our First Annual Mailographic Bowling Tournament.

"There's no travel expense," said tournament coordinator "Paddy" Luedke, recreation manager, Wisconsin Gas Company, Milwaukee. "The teams can bowl on the lanes they normally use. With an entry fee of only \$7.50 (\$5.00 of the fee to be returned in 100 percent prize money, \$2.50 to go for NIRA statistical, material, mailing, and promotional costs) per team, almost the only cost to your company is laneage. And local competition can be held at your convenience."

A NIRA member company can enter as many teams as it likes, as long as all team members are bona fide employees, members of the ABC, and can have their scores verified. There will be five-member team competition in both men's and women's divisions. This will be a 75 percent handicap tournament, with last year's averaged used for computation.

Luedke called for member cooperation to help make NIRA's First Mailographic Tournament a success, by completing all the necessary competition steps by the deadlines.

To enter, a company must submit a survey indicating probable participation in the tournament by **March 20**. Then the company should return all entry blanks, properly completed and accompanied by the entry fees, by midnight **April 1**. Competition will take place between **April 8 and April 16** and official score sheets must be returned by **April 18**.

NIRA staff will verify scores and standings; results will be published in RM and prizes will be mailed by May 10. In addition to prize money, individual team members will receive trophies, as will winning corporations.

RM WELCOMES NEW MEMBERS

RM welcomes the following new NIRA members: in the **company** category—Trusco Mfg., Fort Lauderdale; Dow Chemical, Pittsburgh, Pa.; Miami Dade Jr. College, Miami; NAS Norfolk; French & Hecht, Davenport; Harvey Alumina, Virgin Islands; Sandia, Livermore, Ca.; Owens-Corning Fiberglas, Toledo; Teledyne CAE, Toledo; Bank of America Club, New York; Mt. Plains Education Development Program, Glasgow, Mt.; Metro. Park District of Toledo; NAVAIRSTA Pensacola; State University of Cortland, New York; Southwest Research Institute, San Antonio; Champion Papers, Hamilton, Oh; Trane Co., LaCrosse, Wi.; Phillips Petroleum, Bartlesville, Ok.; Continental Illinois National Bank, Chicago.

Associate—Dosco Inc., Oakland; Saunder's Mfg. & Novelty Co., Cleveland; Holland-America Cruises, New York; Spotts Inter., St. Paul; Hugh Goldsmith Associates, Seattle; Disneyland Hotel, Anaheim; New Orleans Convention Comm.; Western Inter., Hotel, Chicago; Bulbhome, Sasshiem, Holland; El San Juan; El Conquistador Hotels, New York; Miracle Equipment, Grinnell, Ia.; American Airlines, New York; Boyne Mountain, Boyne Falls, Mi.; Disneyland, Anaheim; Health and Education Services, Bensenville, Il.; International Cinema Guild, Hollywood; U.S. Apparel Corp., Milwaukee.

Retired Members—Gerry LaGrave, Montreal, Quebec; E. M. Waller, Falls Church, Va.; Michael Brecka, Minneapolis.

Student Members—Greg Demko, Macomb, Il.; Gerald Bachman, Lincoln, Nb.; Ron Gaj, Chicago; Dick Smith, Tallahassee; Sue Stein, Urbana; Jim Meade, Syracuse; Bob McPhaul, Philadelphia; Herman Chambers, Fair Oaks, Ia.; Kathryn Burnet, Ames, Ia.; Tim Kruetter, Perry, N.Y.; Curtis Wandmacher, LaCrosse, Wi.; Dave Pautler, Murphysboro, Il.

Individual Members—Shelia Nelson, Los Angeles; Jerry Duhamell, Indianapolis; J. Golodner, Washington, D.C.; Heinz Johnson, Randolph AFB, Texas; Doug McLeisch, Toronto; Bob Eppley, Rochester N.Y.; John Harden, Charleston; George Schwind, Ardsley, N.Y.; Doug Dicey, Exeter, N.H.; Bob Gergen, Carbondale, Il.; Larry Torchia, Clarksburg, W.V.

Special Individual—John Gregory from Olin Corp., Alton, Il.; from Owens-Illinois, Ruth Zalenski, Edison, N.J.; Terry Bowman, Vineland, N.J.; Terry Evans, North Bergen, N.J.; Ray Leddy, Columbus; Ron Prater, Charlotte, Mi.

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The Garcia Corporation has introduced an all-new depth / fish finder, designed to meet the needs of today's fresh and salt water anglers. It is constructed entirely of modular solid state electronics, combining high durability with easy serviceability.

The unit is extremely sensitive to fish, brush and bottom structure. A unique feature is the protective viewing lens which can easily be removed for 100 percent no-glare reading as conditions warrant. For further information, contact: Garcia Corporation, 329 Alfred Ave. S., Teaneck, N. J. 07666.

AMF Voit's New Golf Club Line

A new line of "pro signature" golf clubs from AMF Voit features 1) moisture resistant heads to maintain uniform feel and weight, and 2) lightweight steel alloy "Amflex" shafts for greater distance than steel, plus more accuracy than aluminum. The line bears the signature of Gardner Dickinson, veteran professional.

New Iceless Floor Surface

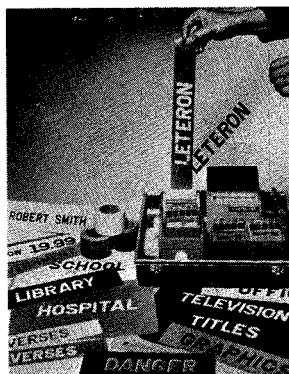
New 4-color catalog gives details on Slick, new iceless ice-skating and all purpose recreational floor surface.

A series of photos shows how easily this vinyl plastic surface, complete with colored game lines, can be installed by any competent flooring mechanic. Performance and specification data, as well as suggested uses, are also given. Vinyl Plastics, Inc., Sheboygan, Wis. 53081.

NEW LETTERING PROCESS

A new, revolutionary product that makes possible professional printing on most surfaces without the usual difficulties of ordinary lettering processes is announced by the Reynolds Printasign Co. of Pacoima, Calif.

Called the Leteron Tapesigner, it is a practical method of quickly die cutting letters in sequence from continuous pressure sensitive tape. Words and sentences separate from the tape and transfer to almost any surface in a single step.



NEW SKI PACK SAVES SKIS

Neither baggage handlers, rough roads nor tough weather will damage skis, poles and other gear if they're snugly tucked into the new tough vinyl Ski-Pak, a lightweight carrying case now being introduced by Leisure-Way, Inc., Phoenix, Ariz.

Ski-Pak features two separate ski compartments made of black-grained vinyl. Nylon reinforced for extra strength, the two individual compartments are joined by a strong vinyl webbing. Ski poles are secured in this webbing between the skis, and miscellaneous gear fits into zippered pockets which are part of each ski compartment. A heavy harness ties it all together into a unit that slings easily over the shoulder.

Separate compartments help to eliminate damage from scratches, scrapes and bangs which usually occur when skis are packaged together, the company says. Ski-Pak is also designed as a protective case for car transport.

Completely adjustable, the new Ski-Pak securely holds most skis manufactured today from 170 to 210 centimeters in length. Leisure-Way is also introducing a new vinyl companion Tote-Pak to match the Ski-Pak luggage. For additional information contact Leisure-Way, Inc., P. O. Box 15644, Phoenix, Ariz. 85018.

Planning an EMPLOYEE TRAVEL PROGRAM?

which
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A HERO



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2 ***Avoid*** PROBLEMS

Most problems and "surprises" connected with group travel can be anticipated and properly handled by dealing with an experienced tour operator. The travel industry has its share of unlicensed con artists, well-meaning amateurs and under-financed agents that spell trouble from the outset. If you don't want to be faced with a stranded group or the handling of an accident abroad after you've paid your money, get the right man from the start!

3 ***Buy*** RIGHT

This factor is of prime consideration to yourself, your firm and the participants. Your major consideration is in dealing with a volume group travel wholesaler whose day-to-day negotiations with airlines and hotels can mean up to 50% savings over individual programs. You'll learn fast about getting the best quality and value for your dollar.

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ODYSSEY International Travel of Milwaukee, Wisconsin, is a professional specialist and expert in group travel. And group travel is *all* we do! Our credentials include a long list of satisfied customer firms and associations . . . almost all on a continuing basis. Our president is a recognized consultant to national governments, airlines, travel agents and corporations. Our travel counselors, escorts and reservations staff . . . both Stateside and overseas . . . are efficient and courteous. The best part, is that you pay no premium over what you would pay for ordinary service.

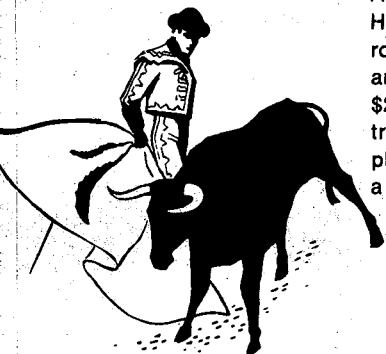
5 ***You're*** THE HERO

That's the payoff in dealing with ODYSSEY! It's YOUR program from start to finish. Our counsel and facilities are at your disposal, yet we are always in the background unless you request our presence.

Please
turn
page . . .

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Lazy Ike Fishing Film Now Available

"Strike" is the title of the action-packed fishing film now available from the Lazy Ike Corporation. The 16 mm color and sound film takes the viewer through 17½ minutes of exciting fishing activity in various parts of the U.S. The quarry includes smallmouth bass, walleye, northern, largemouth bass and trout. To top-off the action, there are shots of some truly beautiful fishing country.

"Strike" is ideal for use by civic, community and outdoor groups. To obtain the film, contact Dick Goreham, Lazy Ike Corporation, Fort Dodge, Iowa 50501.

Cut-Proof, Long Distance Golf Ball on Market

A new golf ball is being marketed on a national basis by Plymouth Golf Ball Company.

Tests conducted by an independent research organization prove the new ball cut-proof and longer driving than any other competitive brand, even the highest priced, the Company says.

The ball has a new poly-butadiene center and ultra high tension winding, in addition to the cut-proof cover, of the new DuPont material Surlyn A Plus.

Variations of the new ball will be used in two long-established lines of Plymouth Golf Balls—the high compression Stroke Master and the medium compression Power Flite.

Information may be obtained from Plymouth Golf Ball Co., Plymouth Meeting, Pa. 19046.



Tennis Surfacing



Track Surfacing

3M Introduces New Surfacing

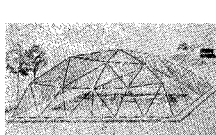
A new synthetic athletic surfacing for tennis and outdoor track is being introduced by 3M Company.

Called Highland Surfacing, it will complement the well known Tartan Surfacing material in a lower price range. The Company says that "This will enable many recreation authorities to have surfacing with many of the qualities of our Tartan Surfacing at a price they would pay for a less-proven product."

Although appearing identical, Tartan and Highland materials differ in construction. Tartan Surfacing is unitized, while Highland Surfacing is a layered composite. For further information: 3M Company, Recreation and Athletic Products Dept., St. Paul 55101.

Dome-Gym Pools Patios and Lawns

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Midget Converter

A new solution to an old travel problem is now on the market. The Franzus Foreign Travel Converter-Adapter is hard to beat for size, weight and wattage. It is the size of a small flashlight battery and weighs three ounces. It transforms foreign electrical power from 220-120 volts, which is standard for U.S. appliances. Write Framzus Company, P.O. Box 395, Shamokin, Pa. 17872.

TRAVEL PLUS AD PULLS RESPONSE

Attractive, informative ads receive an excellent response from RECREATION MANAGEMENT! Within three weeks after publication of the October issue of R/M, the Travel Plus president reported to NIRA their first ad generated 38 very interested sales leads and confirmed sale of an 80 person group tour to Italy.

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SOURCES OF TRAVEL INFORMATION

Government Agencies And Services

Civil Aeronautics Board (CAB), (202) 393-3111, 1825 Connecticut Ave., N.W., Washington, D.C. 20428.

Office of Public Information, U.S. Travel Service, (202) 967-4987, Main Commerce Building, Washington, D.C. 20230.

U.S. Immigration (Passports), Dept. of State, (202) 655-4000, 2201 C St., N.W., Washington, D. C. 20520.

U.S. Public Health Services, (301) 443-3380, 5600 Fishers Lane, Rockville, MD 20852 (also local county health dept. and medical associations).

U.S. Treasury Dept. (Customs Service), (202) 393-6400, 15th St. & Pa. Ave., N.W., Washington, D.C. 20520.

Service Associations

Air Traffic Conference of America, (202) 296-5800, 1000 Connecticut Ave., N.W., Washington, D.C. 20036.

American Association of Museums, (202) 338-5300, 2233 Wisconsin Ave., N.W., Washington, D.C. 20007, (also state and local museums).

American Historical Association, (202) 544-2422, 400 A St., S.E., Washington, D.C. 20003.

American Hotel and Motel Association, (212) 265-4506, 888 Seventh Ave., New York City, 10019.

American Medical Association, (312) 527-1500, 535 N. Dearborn St., Chicago, 60610.

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Boat Owners Association of U.S., (202) 223-3343, 1028 Connecticut Ave., N.W., Washington, D.C. 20036.

International Air Transport Association, (212) 695-0862, 500 Fifth Ave., New York City, 10036.

International Association of Convention Bureaus, (513) 644-4106, 805 Central Trust Tower, Cincinnati, OH 45202.

National Industrial Recreation Association, (312) 263-6696, 20 No. Wacker Dr., Chicago, 60606.

Recreation Vehicle Institute, (312) 299-7141, 2720 DesPlaines Ave., Des Plaines, Il. 60018.

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About Our Cover



A tribute to Walt Disney World exemplified by the inscription on the dedication plaque, located in Town Square on Main Street at the Magic Kingdom.

"Walt Disney World is a tribute to the philosophy and life of Walter Elias Disney...and to the talents, the dedication and the loyalty of the entire Disney organization that made Walt Disney's dream come true. May Walt Disney World bring Joy and Inspiration and New Knowledge to all who come to this happy place...a Magic Kingdom where the young at heart of all ages can laugh and play and learn—together."

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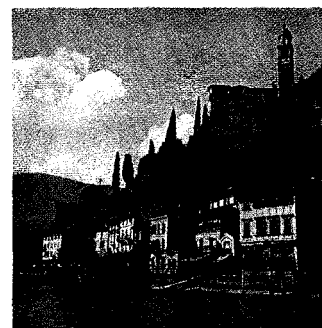
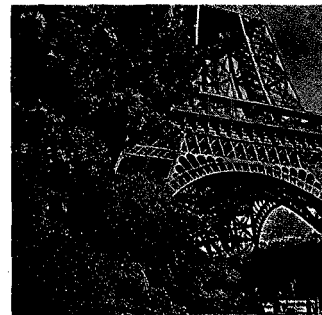
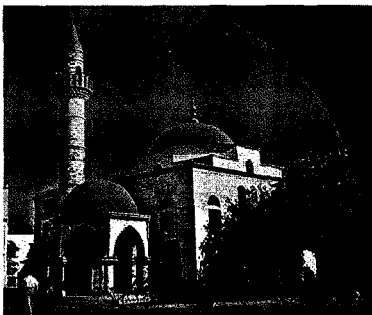
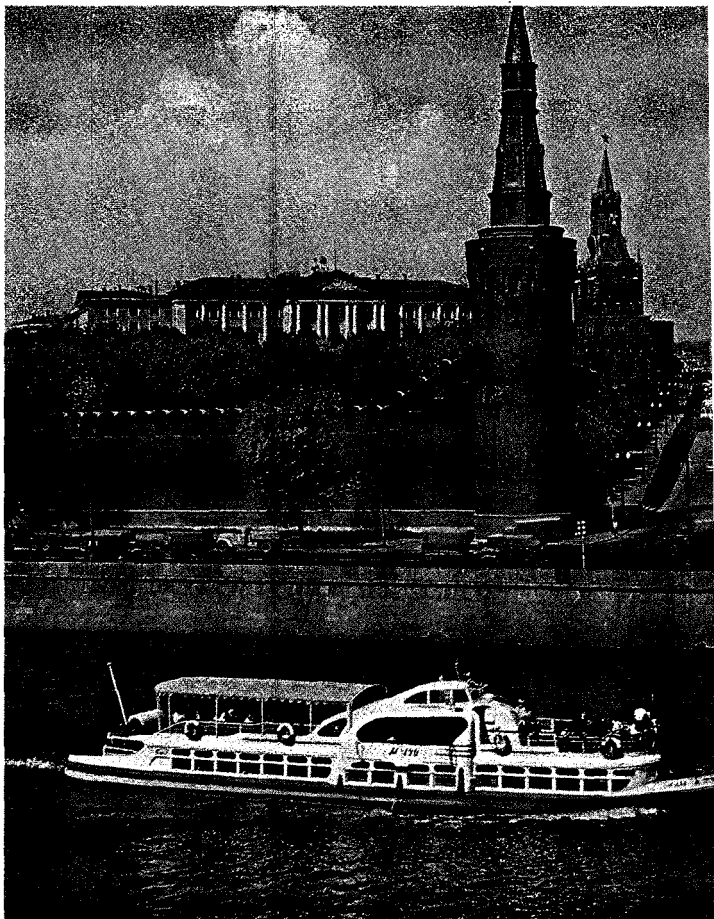
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Leisure Strain... Industrial Golf... Handicapping... Profiles... Shooting Ranges... Picnic Tips... Warm Weather Planning Guide



**NIRA NATIONAL CONFERENCE
PROGRAM PREVIEW pg. 8**
OAKLAND
JUNE 15-18, 1972

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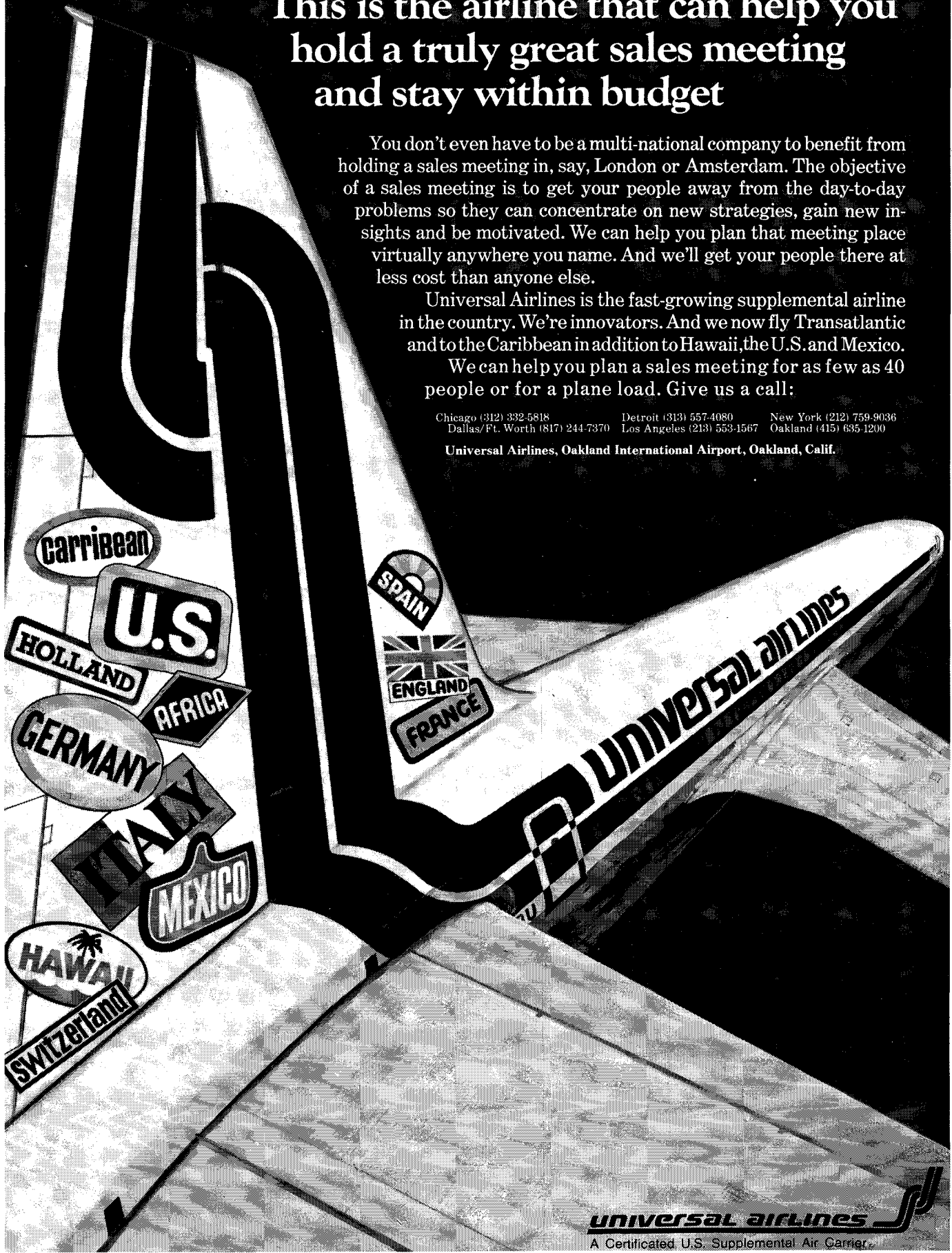
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Does your programming meet the challenge of...

THE LEISURE STRAIN

By Henry C. Deihl, Jr.
Chairman, Recreation Department
Triton College

Today our children are feeling the leisure strain and will continue to for years to come. What are we doing to help them prepare for these years of leisure?

Since man began, work has been the avenue to four basic components of fulfillment—self-worth, self-realization, identification and a sense of belonging. The work ethic is now vanishing, but the need for these components is still so very necessary. Unfortunately, too often it goes unnoticed. What are we doing to help our young people derive these benefits of work through leisure?

Our young people are growing up in an era of total freedom and limitless bounds of leisure. Years before, children played an active part of the family life with jobs to assist the family. The old tattered word 'chores' is gone for good. In the olden days (Mother's and Father's lifetimes), the word meant a host of things.

For some it was milking the cows, feeding the stock and gathering the eggs; for others, it was bringing in the fuel, banking the furnace and carrying out the ashes. For the girls, it was assisting in the making of bread, hanging out the wash or doing the dishes.

Today the persons enjoying the good life, the first to be really displaced by automation, are the children and, from their standpoint, it is great! With what, however, are today's children replacing chores? These children are facing a problem that their children may face for their entire lives. Our children are our

first concern and filling their lives with wholesome leisure activities is our responsibility.

The real problem lies in realizing and understanding the amount of free time our children have. Playing is second nature to children and humans in general. As much as play and recreation are basic parts of our life, so is work a basic part, for it provides and fulfills many of our needs. It gives us self-worth, self-realization, identification and a sense of belonging. And it takes time and fills time.

Our adult generation tends to place little real value on leisure, for it is difficult for us to see how we can gain this self-worth, self-realization, identification and sense of belonging from it. Therefore, we have a breakdown in communication with our children who spend huge amounts of time on leisure. We do not give them any recognition, direction or preparation for we view this as trivia and our cliché is, "But, how will you be able to make a living?" Subconsciously, we are really thinking, "What a waste of time." This is a throwback to our puritan heritage, for their motto was: "Idle hands are the Devil's workshop."

Now that we have improved our way of life and taken work from our young people, what can we give them to replace it?

We must approach this problem with the same dedication we did our work. One can introduce and expose young people to activities and make demands on them for certain levels of performance. Do not get



the impression that one must place children in a pressure situation; however, you must take an active interest in your children's habits and activities and introduce them to activities that they can build a whole life upon.

Golf is a good example. Most people are not exposed to golf until they are old enough to vote or older. Learning at this age seems to get harder, for no adult wants to look like a beginner. I am sure we all have swung a mighty blow and the little white ball has not moved or has moved only a few feet instead of the more impressive two or three hundred yards. If one would introduce his young people to an activity before the early teens, they would have well over fifty

years of enjoyment.

Golf is but an example. There are fishing and hunting, camping, boating, tennis, hiking and biking—an unlimited range of activities.

Self-worth, self-realization, identification and a sense of belonging can be gained from the social aspects of life. Dancing is a good example. Fifty years of enjoyment is not uncommon for one who enjoys dancing. We will probably not be doing the new dances fifty years from now, but it seems that many of the good old dances of fifty years vintage are returning in our lifetime. Is one really out of style if he can do something well and enjoy it?

Another major area of social

needs can be gained with little effort, and the more that is given, the greater the returns.

Money has been the universal reward for a job done for centuries, and giving a young person money for work around the house was and has been a general practice. I am not advocating giving your young more money, for surely they seem to have all they need, but give them the opportunity to learn leisure skills and activities and provide them with the tools and equipment for leisure.

Equipping a young person for leisure is a situation in which the person himself plays the lead role, but like actors in a play they must be directed and this is

and give it worth, and here is where the young people gain their self-realization.

Parents might ask, "What do I do? I have enough to do making a living. This keeps me busy and my free time is mine! I am not interested in the same things my children are." This is your right. But remember, you gain your self-worth, self-realization and identification from your work. What would you do if you did not have your work?

Things would be a little different. Surely no one is asking you to be a ten or twelve-year-old, although it would be nice. What is being asked is that adults give appreciation and understanding. Know where to look to see if the skill is done right and give credit, if it is due, a comment of encouragement, a pat on the back and a 'well done'. For our sons or daughters to know that we know what it is all about is all-important.

Far too often children today think their parents are "out of it". You have heard children say that their parents are not "cool". Here is a good starting point to be in the know and "cool" again. Do not wait until you are out of it in the minds of your children. Start young with your children and stay with it. Am I too late since my children think I am out of it now and it is getting harder and harder to reach them? Yes, this is a very difficult time for you both, for you are just starting to build something between you. You say, "We had something with Johnny when he was small. We could talk to him then, and we seem to have lost it." The problem is that times have changed. Parents, who as young people were raised according to yesterday's work ethic have difficulty understanding today's "leisure age" oriented youth and as a result have never directed or coached them in leisure.

This is a two-way street and the young people must understand and we must impress upon them, with the same tools and processes our parents used about work and making a living, how important it is to gain and to have leisure skills to enjoy the future.

Leisure is here to stay, but man still needs and wants and deserves to have self-worth, self-realization, identification and a sense of belonging. Can you think of another way to achieve these basics and enjoy life, too? ■



activities is in service to others. The activities in this area are very highly rewarding, and one does not have to go far in this direction to gain the four basics that can be gained through work.

One example of service is in working with people who are ill or isolated from others, especially young children and the aged. There are times when friends or relatives are unable to come to the hospital, and time for the sick seems endless. It seems no one cares, even if visitors have been gone only a few short hours.

Helping someone else is one of the fastest ways of experiencing the basic fundamental of belonging and surely one can realize himself. Identifying is no problem, and self-worth goes without saying. All four basic

where you come in.

What are you doing with your free time? Young people, especially in the early stages, mirror adults, so here is the opportunity you have been looking for. Expose your children and those of your employees to the activities that you enjoy in your leisure time, for one is never too young to learn. And from your standpoint, you are never too old, either. Here you have the chance to learn with your child, to understand him and to give him the recognition and identification he wants and needs so badly. When you know how to do something or when you are learning something, you will give it value and know that it is done well or when improvement is showing. You can understand

State Farm "Insures" Fun



Lillian Lockenvitz, CIRA



State Farm Insurance Companies' employee activities program must be doing something right—right enough to win three United Savings-Helms Awards in ten years. Most recently, State Farm's Bloomington, Ind., home office captured the 1970 Helms Award (for those companies with between 1,001 and 5,000 employees). The Helms Awards are given for outstanding overall industrial recreation programming.

The company's 3,300 employees, 70% of whom are women, run their own program through the voluntary State Farm Employee Activities Association (SFAE) to which 90% belong. The association sets overall program policy, allocates funds and sets activities fees. Mrs. Lillian Lockenvitz, CIRA, and the eleven-member board of directors of SFAE, elected by the membership, see to the day-to-day operation of the recreation program.

State Farm management got into the recreation act by its 1948 purchase of 33-acre G. J. Mecherle Memorial Park, which the company maintains for employee use. The park contains a lake, a wading pool, a clubhouse, picnic areas, a children's playground, a varsity baseball diamond and facilities for tennis, badminton and basketball.

The SFAE activities program is financed through nominal membership dues and the proceeds from all vending machines in State Farm buildings. The company also contributes \$4.50 per employee. Certain activities may carry a nominal participation fee, depending on the expense and interest involved.

Activities offered employees include bowling, golf, basketball, softball, a gun club and classes, swim team and classes, table tennis, paddle tennis, skating, picnics, bridge, handicrafts, driver training, monthly company dinners and camps and sports for the children of employee members.

Mrs. Lockenvitz has a big job coordinating the 80 to 90 events each year, for employee turnout has been staggering. For example, the summer day camp

program has 630 children participating. During the past year, SFAE-sponsored dinners drew 9,000 and last year's Family Playday had a crowd of more than 2,500. Buses took a total of 1,548 people to ski resorts, campouts, the theater, shopping and to professional sports events in St. Louis and Chicago.

But Mrs. Lockenvitz likes her job because "our members and their families have fun at these events." Her office assists any of the 19 branch offices which might need help in setting up activities, but the branch recreation programs are run by their own employees through regional SFAEs.

Mrs. Lockenvitz had no experience in recreation until she came to State Farm as an assistant to the then activities coordinator as part of a job training program. That was in 1959; she has been director there for six years now.

As for State Farm's relationship with NIRA, the association helped to get State Farm's recreational program started in 1946, according to Mrs. Lockenvitz. She feels that NIRA was a great help in deciding what activities to feature and how to organize them. She especially likes the opportunity that NIRA gives to exchange ideas with other companies at the annual conference and through RM.

"We've felt all along that NIRA membership has been very beneficial to our program," she said. ■



Lane manufactures truly Creative Awards

Innovation the goal at Boyne Country

Trophies, plaques or any other kind of awards get special attention at Creative Awards by Lane. The company is one of very few in the country which controls the whole operation from original idea to finished product. As its president says, "We eat and live awards."

Don Thompson means what he says. President and owner of the company since 1969 when he purchased it from Edwin Lane, the founder, he has spent more than thirty years in the awards business, twenty-five of those at Lane. The company has been a NIRA member for 20 years.

Thompson likes to emphasize the particular treatment you get from his operation. "We have our own hand-engraver on the premises; with this we can provide immediate, specialized work for the customer. We accept the challenge of working with you and your own specific desires and needs as opposed to the operation lacking some facilities and the know-how to take care of every intricacy and problem this system brings."

The process at Lane is controlled step-by-step according to customer wishes. The customer may supply his company's logo, a particular type face or layout, even profiles and drawings for reproduction on the final award. This is possible due to the panograph engraving equipment Lane utilizes.

The staff of twenty people covers every phase of awards manufacture, from die-casting their own molds to cutting and treating the wood used on some trophies.

Lane is particularly proud of some special awards they have designed and manufactured in the past. These include the trophy for the Chicago Tribune's Big Ten Most Valuable Player competition, National Outboard Association world championship awards and the award for the Harness Track of America national driving champion winner.

Customer service is carried even further through the mail order promotions and catalog service. Lane will make up a catalog for your company containing all the awards and jewelry items it can supply. Your employees would order from the catalog through you and Lane would fill and ship the orders.

Thompson emphasizes that Lane offers a special discount of 50 percent off (not including postage and handling) the retail price to all NIRA members. All merchandise is guaranteed.

The company has salesmen at its Chicago headquarters and sales representatives in Virginia, Florida, Kansas and Arizona.

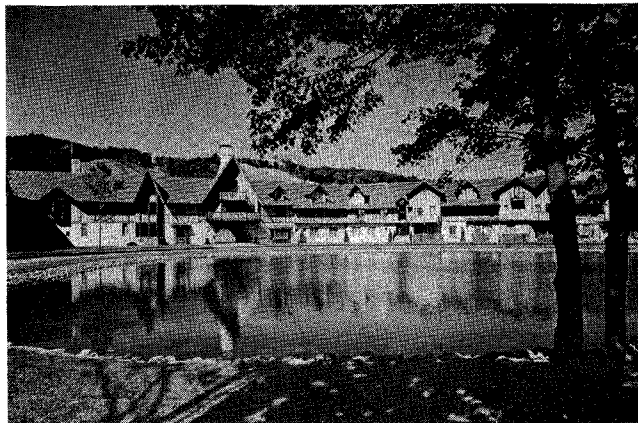
For more information on the "creative" service your awards order can receive, contact Don Thompson, President, Creative Awards by Lane, 32 West Randolph Street, Chicago, Illinois 60601, (312) 782-2317.

Boyne Country, a 20,000-acre recreational complex in northwestern Michigan, has accommodations equal to those at any resort worldwide.

And that's the aim of the Boyne complex — to update and expand its already innovative facilities to the level of "America's finest".

Boyne Country joined NIRA only last year, but the resort has long been a favorite of several members for packaged tours and programs in both skiing and golf. In fact, these tailored group arrangements are what Boyne has promoted since its inception, and before most other resorts.

Zig Bulanda has been at Boyne for 5½ years as



Director of Marketing, Public Relations and Advertising. He came for the sports facilities and chance for personal expression in the fine arts, his field of study in college.

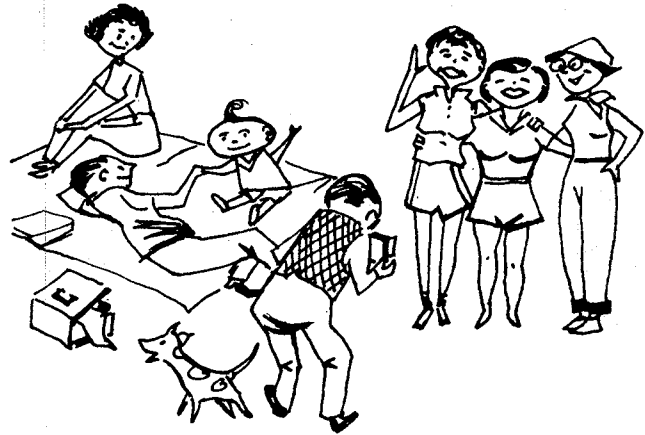
Boyne now plans expansion from three to six 18-hole championship plus two 9-hole 'executive' golf courses, making it 'the largest golf complex in the world'. It currently features a total of 50 slopes in four separate ski areas just minutes apart. The famed Othmar Schneider Ski School and outstanding Robert Trent Jones golf course are examples of Boyne's dedication to 'the best'.

The complex is divided into Boyne Mountain, Boyne Highlands, Thunder Mountain and Walloon Hills, all with distinct personalities and 'extras'.

Boyne likes to be first (or at least special) in design and facilities. Its 'learn-to-ski' week-long schools were the first in the country in 1952. In 1955, Boyne was first to host the International Professional Ski Races. Each golf course has experimental design in double tee positions, double fairways on the same hole and double doglegs. The ski school utilizes the revolutionary Graduated Length Method. And they are building two airports — one for propeller craft and one for jets.

Contact Zig Bulanda, Boyne Country headquarters, Boyne Falls, Michigan 49713 for convention or group information. (616) 549-2441

Planning the company picnic



The annual company picnic is easily one of the most popular employee activities. As part of the employee recreation program, the company picnic has a nationwide average of over 75 percent participation. Of NIRA companies with a picnic program, close to 90 percent hold a company-wide event, with the remainder sponsoring smaller departmental events.

This tremendous popularity from both the company and the employee viewpoint is due to several factors. The most important factor is that the annual picnic gives management an opportunity to meet employees, together with their families, informally at the one event of the year attracting the greatest participation.

The picnic also plays a very important part in community relations. This factor should always be carefully considered. The type of events and actions promoted directly reflect upon the company—not the employees. Therefore, it is important that the company maintain proper controls to present the best possible public relations picture.

One of the basic principles in planning a picnic is the division of responsibility for groups of any size, representatives of all the different groups which will attend, different ages for example. Both men and women should be included in the planning so that the day will include activities interesting to all. The basic committees recommended in planning a picnic are: administration, transportation, site and program. There may also be a need for a children's events committee, publicity committee, food and refreshments committee and others, depending on how elaborate your plans.

In selecting a site, shelters should be available in case of unfavorable weather. Consider shade, tables, cooking facilities if needed, drinking water, toilet facilities and isolation from traffic, noise and other picnic groups. Swimming facilities often add to the desirability of an area and where these exist provisions must be made for lifeguards if they are not otherwise provided.

Transportation, parking facilities, traffic and safety regulations must also be considered. A level playing area should be available; it may be wise to

rope off a section of the picnic site for use in the games and competitions.

Parking problems can be eliminated by appointing traffic directors. For large crowds, a public address system can be a big help in keeping the crowd informed as to the various events.

The planning of annual events for the picnic is highly recommended. This develops tradition and gives participants specifics to look forward to. The selection and appointment of announcers, judges, starters and record-keepers should be done well in advance. The awards for contests, as a rule, should be kept as simple as possible. In planning the program there should be amusements for those who prefer to be spectators as well as those who want to actively participate.

Guessing contests such as the number of beans in a bottle or kernels of corn on a cob, number of people attending or feet of string on a ball of cord are usually interesting. Other non-active types of amusements would be to offer a prize for the largest family, oldest and youngest male and female, couple married the longest time, couple most recently married, boy and girl with the most freckles and other such things.

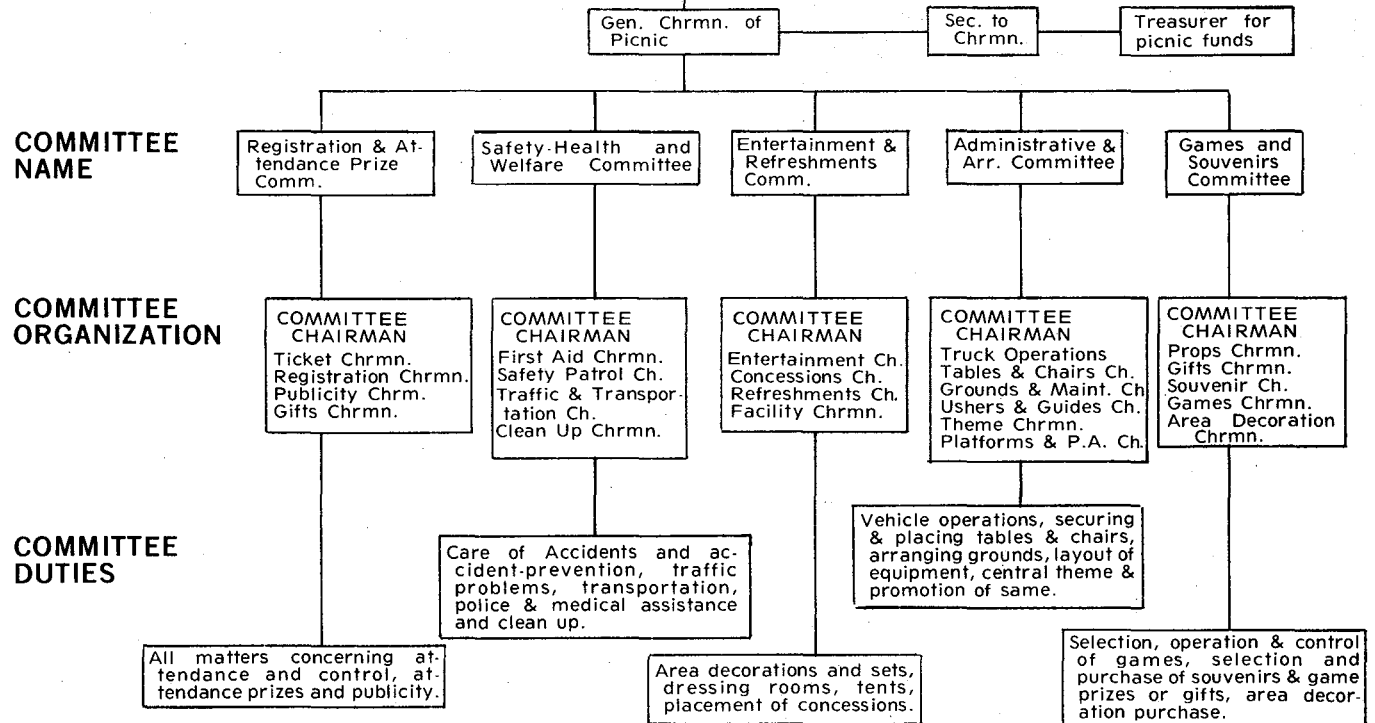
Age classifications for games and competitions must be altered to suit the crowd, but a basic guide would be 6 years and under; ages 7, 8 and 9; ages 10 and 11; ages 12, 13 and 14; ages 15, 16 and 17 and adults. Mixed group competition is fun and can be used for most contests except where speed and strength are involved.

Group rather than individual participation is important and should be planned with social interaction uppermost in mind. A wide variety of games—sack races, bean bag races and similar activities—are good for children. A softball game between teams in interdepartmental league play might be planned as the big event of the day.

No matter what the size of the group or the kinds of activities planned, it is a must to provide a first aid station, prominently located and staffed with qualified personnel.

Publicity for the picnic can be handled primarily through the employee or company publications, bulletin boards and the usual methods for

Picnic Committee Chart



promoting activities. Photographs of activities, event winners, stunts and so forth are great for post-picnic news and will serve to generate interest in future outings.

There have been various means devised for identifying employees, their families and guests. One of the best ways to pre-sell and distribute tickets through company departments or activity clubs. Another effective means is to present company employment identification at a registration desk at the site, at which time they receive picnic tickets, entitling them to refreshments, rides, etc.

Today, with the convenience of travel, distances are no longer as important to consider as they were twenty years ago. Therefore, a committee should not feel confined to a small perimeter for locating their picnic. With the exposure of quality programs in all aspects of recreation, there is no

longer room for the spur-of-the moment and poorly planned activity—be it a picnic or any other event. A good old-fashioned picnic, as was popular with Grandma and Grandpa, does not have the appeal today that it had at the turn of the century. New ideas and new approaches must constantly be tried to keep the picnic alive from year to year. A picnic of sameness and repetition, year-in and year-out, as will anything, soon loses its attractiveness and employee-interest.

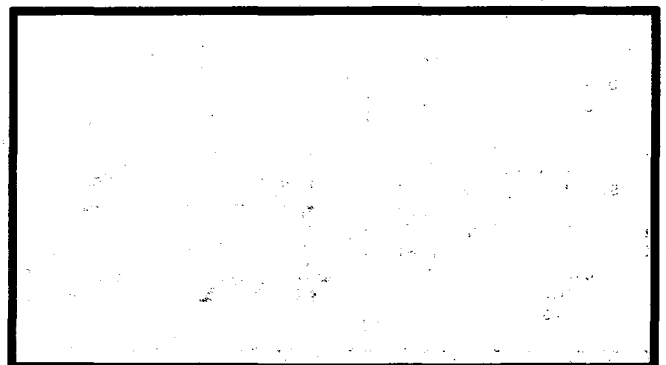
The next time you go out to the park or beach, take a good look at the picnicing family or group that seems to be having the most fun.

Everything goes smoothly from putting up the volley-ball net to serving the food. Somebody planned it all that way. The result: a happy, fun outing with everyone having a great time. That is the way the company picnic can, should and will be if it is carefully planned and organized. ■

Try planning your own picnic layout, using the symbols below in the area at right.

- | | |
|--------------------|-------------------|
| △ Tents | + First Aid |
| □ Stands | Ⓟ Parking Area |
| × Rest Rooms | ○ Tables |
| Ⓜ P.A. System | Ⓜ Platforms |
| ● Waste Containers | Ⓜ Game Area |
| Ⓜ Serving Tables | ↔ Flow of Traffic |

PICNIC AREA LAYOUT



OAKLAND

"on the sunny side of the bay"

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EDGEWATER HYATT HOUSE OAKLAND, CALIFORNIA 455 Hegenberger Rd., 94621 Phone: (415) 562-6100 Step from your plane at Oakland International Airport, take the complimentary airport limousine and in 3 minutes you will be in one of the San Francisco Bay Area's most modern and conveniently located hotels. If you are driving, you will enjoy the easy access and spacious free parking available.	Fly the friendly skies of UNITED All delegates and exhibitors to the 31st Annual National Industrial Recreation Association Conference are urged to Fly UNITED AIR LINES, the official NIRA carrier. In making your air travel plans simply call UNITED and ask for the CONVENTION DESK. They will make all your travel arrangements including the post-conference tour to Hawaii and the outer Islands. So... for money-saving travel to the Bay Area and Hawaii... call and Fly the friendly skies of UNITED.	Registration includes all meals and hospitality parties, educational sessions and activities. Delegates Registration \$55 Wives Registration \$45 Commercial Registration (non-exhibitor) \$135 Non-Members \$75 Daily Students \$ 5 * Daily Delegates \$20 * * meals extra
DAILY RATES Single \$17 Double or twin \$21 Suites \$30-75		

MESSAGE TO THE DELEGATES

"Partners in Progress", the theme of the 31st National Conference and Exhibit, indicates we all have a responsibility in the growth of the working man and his family. Robert S. Oelman, Chairman of the Board, National Cash Register Company, states, "The attitude of the people who engineer our products and who manufacture them determines to a large extent the success of the company." "Partners in Progress" has a conference program unsurpassed by any conference to bring greater knowledge and understanding about recreation's role in the development and success of the company and its employees. Plan now to attend in Oakland June 15-18 and to participate in this great conference.

MICHAEL A. FRYER
EXECUTIVE DIRECTOR

EXHIBITS	POST CONFERENCE TOUR	BAY AREA
Don't miss the most extensive display anywhere of Industrial Recreation products and services. Meet the professional suppliers most knowledgeable in their field who can save your program many \$\$\$ and hours of work. Exhibit categories: Arts/crafts ... service organizations entertainment ... tour operators ... visitors bureaus ... food/beverage/vending ... sporting goods ... car rentals ... prizes/trophies/gifts ... equipment and supplies ... athletic apparel ... cruise ships ... hotels & resorts ... travel agents ... facility planning ... air carriers.	NIRA and its associate members Hawaiian Holidays, Hilton Hotel Corporation and United Air Lines, have created an "Executive Familiarization Package" especially for you. You may enjoy all the hospitality and beauty of Hawaii at a ridiculously low price and relate this beautiful land to your employees. Experience the Aloha spirit first-hand by discovering Honolulu, Waikiki Beach and sightseeing the whole island of Oahu for 3 days, then to the island of Maui for 2 days where you can enjoy the Pacific's finest swimming beach and championship golf course. Maui is followed by 2 glorious days in Kona and a sightseeing visit to Kilauea Volcano, the Giant Tree Fern Forests and the Orchid Nurseries before you depart to the mainland. Return will be to Los Angeles. Depart San Francisco Monday, June 19 - Depart Hilo, Hawaii Sunday, June 25. \$130 7 DAYS/6 NIGHTS Deluxe HILTON HOTELS per person LEI Greeting, transfers, luggage handling, plus airfare tips and sightseeing - HAWAIIAN HOLIDAYS to and from Hawaii 3 islands, inter-island airfare - UNITED AIR LINES NOTE: This package must be purchased from United Air Lines/NIRA at time of booking flight from your home to take advantage of reduced air fare for Oakland-Hawaii-L.A. and inter-island air portions. Meals, golf, etc. at your own choice.	'I left my heart in San Francisco...' This may be your song after your visits to the famous San Francisco and Bay Area sites. Visit Chinatown ... Alcatraz ... Jack London Square ... Fisherman's Wharf ... Golden Gate Bridge and Park ... Japanese Tea Garden ... Ghirardelli Square ... Cliff House ... Sausalito ... Nob Hill ... Napa Valley Wine Country ... Treasure Island ... Mission Dolores ... Berkeley ... Telegraph Hill ... Market Street ... The Cannery ... and much more. The Bay Area abounds with the beauty of the hills, the warmth of the sun and the freshness of the air. You too will love San Francisco and the NIRA conference.

31st NATIONAL NIRA CONFERENCE & EXHIBIT "PARTNERS IN PROGRESS"

Oakland, California • June 15-18, 1972

PROGRAM AT A GLANCE

THURSDAY
JUNE 15

FRIDAY
JUNE 16

SATURDAY
JUNE 17

SUNDAY
JUNE 18

<p>8:30 - 11:00 Executive Committee Meeting</p> <p>11:00 Registration and Information Opens</p>	<p>8:00 Exhibitors Start Setup</p> <p>8:00 Registration and Information Opens</p> <p>8:30 - 10:00 Regional Breakfasts and Business Meetings</p> <p>10:15 - 12:00 General Session: "How Ruling Organizations Affect Your Program"</p>	<p>8:00 Registration and Information Opens</p> <p>8:00 CIRA Breakfast and Awards Ceremony "CIRA's Obligation to the Profession" "Research Methods for Recreation"</p> <p>8:00 Breakfast for All Delegates and Exhibitors</p> <p>8:00 - 10:00 Exhibit Hall Open</p> <p>10:15 - 11:45 General Session "The Fastest-Growing Activities"</p>	<p>8:30 Registration and Information Opens</p> <p>9:00 Breakfast for all Delegates and Exhibitors</p> <p>9:00 - 11:45 Exhibit Hall Opens</p> <p>9:45 - 11:45 Grand Finale Jamboree of Exhibits</p>
<p>12:00 - 1:00 Special Committee Meetings: CIRA/CIRL Regional Management Research Foundation (NIRREF)</p> <p>1:00 - 2:00 Special Committee Meetings: Recreation Management Magazine Elections and Nominations Legislative</p> <p>2:00 - 5:00 Board of Directors Meeting - C. James Moyer, Presiding</p>	<p>12:30 - 2:45 Oklahoma Bar-B-Q Management Luncheon Poolside "Employer of the Year" Award to W. W. Keeler, Chairman of the Board, Phillips Petroleum Company</p> <p>3:00 - 3:45 Concurrent Sessions (to be repeated 4:00 - 4:45) Finance - "New Ways to Generate Revenue" Education - "Educational Opportunities through Recreation" Travel - "New Horizons in Employee Travel" Family Recreation - "Is Family Recreation a Vital Need?"</p> <p>4:00 - 4:45 Concurrent Sessions (repeat of 3:00 - 3:45 sessions)</p>	<p>12:00 - 1:45 Poolside Luncheon and NIRA Awards Ceremony. Speaker - "Don't Kick the Vending Machine"</p> <p>2:00 - 3:45 Concurrent Sessions NIRA Annual Business Meeting and Election of Officers</p> <p>Concurrent Sessions (2:00 - 2:45) "Program Planning Methodology Seminar"</p> <p>Concurrent Sessions (3:00 - 3:45) "Marketing Your Recreation Program"</p>	<p>12:00 Exhibitors Begin Dis-mantling Booths</p> <p>1:00 - 1:45 Concurrent Sessions "Facilities Maintenance and Development" "Management's and Labor's Position on the Work Week"</p> <p>2:00 - 2:45 Concurrent Sessions "Retirement - A New Life" "Exercise Prescription and Fitness Programs"</p> <p>3:00 - 3:45 General Session "Partners in Progress"</p>
<p>6:30 Official Conference Opening Banquet Co-Hosts: NIRA and United Air Lines</p> <p>"Fly the friendly skies of United"</p> <p>NIRA's Official Air Carrier to Oakland and the Hawaiian Islands</p>	<p>6:00 - 9:30 Grand Opening of Exhibits and Hospitality Party Co-Hosts: NIRA and All 1972 Exhibitors</p> <p>9:30 Transportation and Tours Available to Jack London Square</p>	<p>5:00 - 8:00 Exhibits Open and Hospitality Party</p> <p>8:00 Free Evening Transportation and Tours Available to San Francisco</p>	<p>7:00 Conference Closing Banquet and President's Dinner Dance C. James Moyer - President 1971-72 Gary McCormick - President 1972-73</p> <p>Prepare for Monday Departure to Beautiful Hawaii and the Outer Islands. 7 days/6 nights—3 Islands.</p>

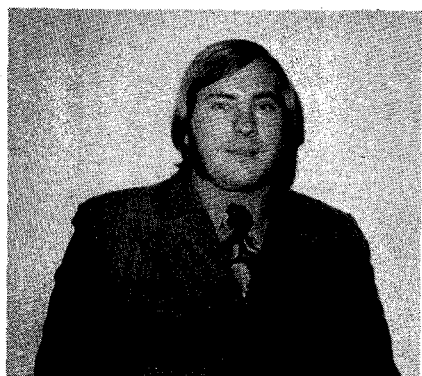
A.M.

P.M.

EVE.

Industry and Education

a young professional looks at his future



By William E. Wolf
Student Member - NIRA
Recreation Major
George Williams College

Although still in its infancy, industrial recreation is beginning to receive widespread recognition throughout the nation. As I see it, this greater exposure will result in increasing numbers of top management personnel casting a critical eye on the advantages of these programs. As it is found that management—as well as employees—benefits from these recreation programs, then I foresee the '70's as being the greatest decade of growth in the history of industrial recreation. But will industry have had the foresight to prepare itself for this rapid growth?

This growth, I feel, can be expected to emerge from three different areas. First, there will be a gradual increase in the number of corporations offering recreation programs to their employees. Second, due to increases in employee leisure time brought about by the shorter work week, an increase in paid holidays, an increase in paid vacations and a decrease in retirement age, existing recreation programs will be forced to expand necessitating the hiring of larger staffs.

A recent California State Research study backed this up when they found that the average person spends 25 percent of his time at leisure. This figure is up 38 percent from 100 years ago. It was also found, in a study made of 614 United States manufacturing companies by two Conference Board specialists, that liberalized early retirement programs have risen from 16 percent ten years ago to 30 percent today. Third, we find that a substantial number of the men responsible for the growth of industrial recreation are going to reach retirement age in this decade. In fact, a September, 1971, NIRA Research Foundation study conducted by Robert A. Frembling, Assistant Professor of Recreation at California State College, Hayward, reported the average industrial recreator as being 44.4 years of age.

Thus far I have merely pointed out the need for increasing numbers of recreation management personnel in the coming decade. It can probably be argued that this hardly presents a problem. All industry has to do is promote someone from within any time its programs have an opening. This is where I feel the real problem lies. Not only is there going to be a need for greater numbers of recreation personnel, but these men and women are also going to have to be better trained than they have been in the past.

As I see it, many present recreation management personnel come from one of two background areas—either business administration or recreation. The business people are more than adequately prepared to handle any budgeting or administrative problems that may arise. However, in the future this business background may not be comprehensive enough to enable them to evaluate and administer to the leisure needs of their employees. On the other hand, through my own experience as an undergraduate in recreation, and also from the general feeling that I received during interviews conducted with NIRA members and professional educators, I do not feel that the graduate in recreation has been prepared to handle the administrative aspects of a job in industry.

Consequently, I feel that current recreation management personnel may benefit from a broader background. And the need for this diversification is increasing every day. What is meant here is that the recreation manager's job is being broadened in all areas. This is due to a revolution in the attitude of the employee toward his job and his recreational activities. In the past, a man or woman cherished a job mainly for the security that it offered. Quitting that job because they were disillusioned with the self-satisfaction that it afforded, or the conditions they were forced to work in, was considered foolish. I personally have known men who worked their entire lives at a job that offered them no personal satisfaction, but would not quit because of the security they received in their increasing years of seniority.

Today, on the other hand, I have found that the average employee in the 20 to 30-year-old range rates personal satisfaction in the overall aspects of life as important or more important than job security. We must remember that the younger employee never experienced a depression or a world war. Without these tragic experiences to drive home their lesson of security at all costs, I feel that this employee will not hesitate to leave his job if he feels it hinders his own personal development.

in the slightest way. This revolution is carrying over into the employees' recreational preferences as well. It is shifting from the spectator-type activities to personal involvement as is evidenced by the increased sales of camping equipment, skiing equipment, recreational vehicles, etc.

This means that the recreation manager of the '70's must be able to provide more than the bowling and softball leagues that were considered adequate recreation programming in the past. He or she must possess the ability to ascertain the needs and wants of his employees, and be able to administer programs in such areas as: physical fitness, with emphasis on the cardio-respiratory system and overall health; educational opportunities, such as providing a tuition payment plan; cultural opportunities, including trips to museums, plays, etc.; social and family outings, such as picnics, parties, dinners, etc. and community-related work, such as sharing recreational facilities and knowledge with the community and its agencies.

With this increasing need for more people with a background as diversified as will be needed, I feel that industry will no longer be able to afford recreation management people in an on-the-job training status. Therefore, I foresee industry having to rely on the colleges and universities in the country to assist them in filling this need. However, at the present time there exists a gap between industry and education that makes this impossible. As a student, I can honestly say that today's campuses are almost entirely void of any knowledgeable information regarding industrial recreation.

In order to satisfy my own curiosity toward the reasons for this gap, I spoke to a number of NIRA members and a number of recreation educators. I found from the NIRA members that they were, on the whole, optimistic toward the status of the professional recreator in the future, but they were not convinced that management felt the same way. The majority also felt that a closer relationship with education would be desirable. They suggested that such a relationship might exist in the form of an internship program whereby an individual corporation can work with a local college on a weekly basis. I found this same attitude prevalent in the minds of the recreation educators I spoke with. They expressed a definite interest in working with industry to develop a professional industrial recreation curriculum with an emphasis on field work. However, they felt industry must express a need for this student, and they must also supply the information needed to devise a valid curriculum. At this time, these men don't feel that industry is taking steps in this direction.

I feel the solution to this problem lies with everyone concerned—the National Industrial Recreation Association, management, educators and students. I felt my responsibility as a student was to make known a problem that seemed to present itself in my field of interest. This I have done. Now I feel that NIRA must take the initiative by doing three things:

First, they must, through their members, educate industry to the fact that this increased demand for the professional recreation administrator is a reality; Second, with the full cooperation of industry and education, they must research and publish a suggested curriculum background for a professional recreation manager; Third, they must devise a set of guidelines that will help industry and education set up an intern program to meet their

needs as well of those of the aspiring professional recreator. This program may even incorporate a provision whereby industry would sponsor a school of their choice in the National Industrial Recreation Association. Once this is accomplished, management must realize the important role that education will have to play in the solution to this problem.

Finally, education must begin to implement a realistic program for the purpose of supplying trained recreation professionals. One thing that I feel is so very important to the success of this is an attitude on the part of both management and education in which they actively seek each other's help. If either one sits back and waits for the other to come to him, then the problem, as it exists today, will be perpetuated.

The cost of four years of higher education today is about \$12,000. From this, a graduate is recreation will receive a degree and a feeling that he is not prepared for a job in his profession. I do not feel that this problem applies only to recreation. I see it as a universal problem that must be solved in the future if education is to remain valid. However, my interests lie in industrial recreation, and I am concerned that the profession remain abreast of the times. But I can see it falling behind if the foresight I spoke of earlier is not implemented. Remember, a young man or woman entering college today will graduate in 1976. With rising needs already apparent, will even this date be early enough? ■

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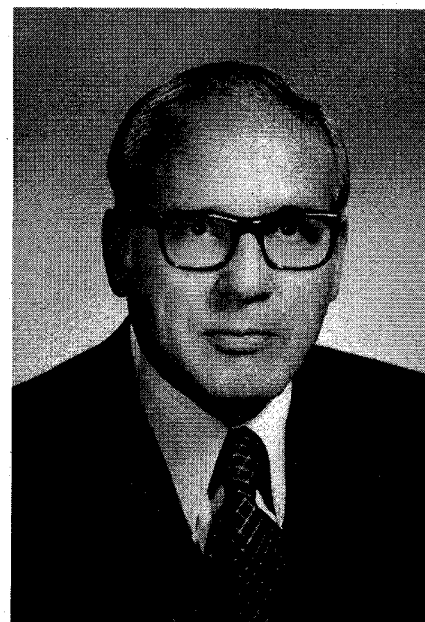
Name _____ Title _____
Address _____ Phone _____
City _____ State _____ Zip _____

ITEM	QUANTITY
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Tourmobile Brochures	_____

The Case for Company-Community Relations

Nearly 5,000 persons congregated in the Phillips Gym at the Fellowship of Christian Athletes' closing rally during the recent weekend held in Bartlesville.

By W. F. Martin
President
Phillips Petroleum Co.



From the time of the fourteen-hour work day, to industry's varsity team, to today's well-rounded employee recreation program, it is evident that employers have grown more and more aware of the importance of the welfare of their employees. They have learned that employee satisfaction does not entirely depend on working conditions and that an employee recreation program can do much for worker morale and performance.

Now the company recreation director must build on that basic premise of service. The average employee spends three times as much time away from work—living in the community—as he does on the job. The satisfactions he finds there will depend largely on the community's character and resources. Wouldn't it be an all-around better experience for him if what he found of pleasure in the community—whether it be cultural, recreational, community service clubs or just fun—was in part a reflection and result of his own company?

The era is gone when an industry can consider its obligation to the community fulfilled by taxes and contributions to charity. The feeling has grown everywhere that places of employment are as much an active part of the community, meeting the needs of all the people living there, not merely the company employees, as the churches and schools.

The community reflects the part of industry either in well-being or decay.

Good community relations stem first from good people relations, and a company with a well-planned and open-to-all recreation program is already tops in that category.

It appears that the recreational facilities in our company's Bartlesville, Oklahoma, headquarters complex will be utilized by a record-breaking number of people during 1972. Nearly every one of our 5,500 employees will use one of the facilities during the year, if not in person, then at least through a family member. And our programs do not stop there. Because of the size and availability of many of our facilities, we have opened up programs for the benefit of the whole community—indeed the whole nation.

Before discussing how our recreation program serves Bartlesville, let me explain the ideals of community relations that have led to our type of operation.

Why community relations?

Community relations requires a specific understanding and approach to the particular community at hand. An industry can influence the quality of its community relations in direct correlation to the degree of respect and acceptance it enjoys in that community. Good

community relations is important and valuable to a company for four basic reasons:

(1) It makes friends. A business friendship is often called goodwill and is something not found on the balance sheet but increasingly important to it. Public opinion is powerful and it is necessary to an industry's survival that it concern itself with public friendships.

(2) It is good business. Thinking mainly in terms of profit is selfish but a valid reason for some in seeking community relations; however, if it becomes the only reason, the public will soon see through the disguise. This could be terribly damaging.

(3) It helps the welfare of your employee. Much of a company's efficient production depends on its employees' welfare. Their satisfaction with their jobs and living conditions generates loyalty and the desire to help the operation succeed.

(4) It is a social obligation of modern business. Business established a new standard when it first reacted as a corporate citizen to the needs of the surrounding community. The community represents a sharing of talents, resources, facilities and organization, and the company as a unit now plays a major part in this sharing.

Thus, everything that affects the life of the community affects the life of the company doing business there. The employee recreation program that satisfies the interests of the workers and their families in the community builds good will among the entire community toward the company. People in the community who have no official connection with the firm will point to the program with pride and give favorable accounts of the activities benefiting the workers and the whole community. Isn't this what we all want in our community relations?

The amount of cooperation between company and community will naturally vary according to the size of the community itself. Large cities would have a substantial recreation department of their own and a company program would be welcome but not necessary; moderate-sized cities might provide the optimum ideal relationship between town and industry; small communities (like Bartlesville, with a population of 35,000) would have much less formal programs in recreation and the industry could offer much to supplement them.

In many of our smaller communities, the company (often the only large employer in the town) supplies most of the municipal recreation programs and facilities. Often the company recreation director must double as the community director in addition to his in-plant duties.

Now, you ask, how does a company build such a recreational sharing program in its community? The first place to start is in informing the people of the community as much about the inner workings of your company as possible. This can be done in a straightforward fashion through guided tours of the plant, or in a less direct way through company-arranged choral group or team sport presentations to the public. Open houses and other types of subtle self-publicity can let the public know that your company wants better relations.

Sponsoring activities open to the community

This is a most basic way to share the company recreation resources with the total community. It is a method used most often to a certain degree in communities where the company is the dominant force. Occasionally, some of the less popular or

more specialized activities are open to the entire community.

In our Bartlesville plant, our indoor swimming pool complex is our busiest area. Year-round swimming is available in the 45 x 100 foot, underground-lighted pool, which can be divided into two pools for different swimming capabilities. The complex has a seating capacity of 900, and this makes it ideal for the high school swimming meets we allow to be held there.

On a larger scale, we have hosted a number of regional and national swim meets. The most recent country-wide competition was the 1968 National AAU Synchronized Swimming Meet. In both 1962 and 1964, the Men's National AAU Indoor Swimming and Diving Championships were held in our pool. The Women's segment of these events were held there in 1960 and 1966.

Participation in community-wide special events

The success of a local fair, Fourth of July celebration, or centennial parade will depend on full community-wide cooperation and support. These events give many in the community a great opportunity for self expression and become matters of great community pride. The company that wants to be regarded as a good citizen of the community will give such events high priority in its community relations programs. The company can participate in the event through its band, a company float or an exhibit. Alone or in cooperation with other community groups the company can assume an important leadership role through its advertising and promotion department, by directing ticket sales, or with physical design and construction. Also a company can take the lead in sharing and publicizing the important factors of the community—a championship basketball team at the local high school, the community's historical past, progressive planning, etc.

In addition to the swimming complex, our other facility that gets great community-wide use is the 2,600 seat gymnasium, and, adjacent to it, a large auditorium used extensively for employee entertainment, cultural and educational activities as well as company business.

It also is made available for special community functions, such as charitable fund-raising shows, special Chamber of Commerce banquets and conventions meeting in the city, as it is one of the few facilities in Bartlesville large enough for many such activities.

With all this activity, you may ask, "Why do we undertake handling more than three dozen "special events" and "community activities" each year?

Some of our facilities are unique within the community and for this reason we have a program of associate recreational memberships for non-Phillips dependents in such areas as swimming and gymnastics. These memberships, of course, have to be limited. What this arrangement does is to allow a non-Phillips boy or girl very interested in swimming or gymnastics at least a year of high quality coaching at the pre-high school level. If a high level of aptitude is displayed, he or she is encouraged to continue and work toward a position on the company Splash Club or Gym Club teams.

Such a program, in a community like ours, is—we believe—of potentially great value in developing American Olympic stars of the future in sports like

(continued on page 58)

Organizing your Industrial Golf League

By Mark F. Armstrong
Employee Recreation Specialist
Xerox Corporation

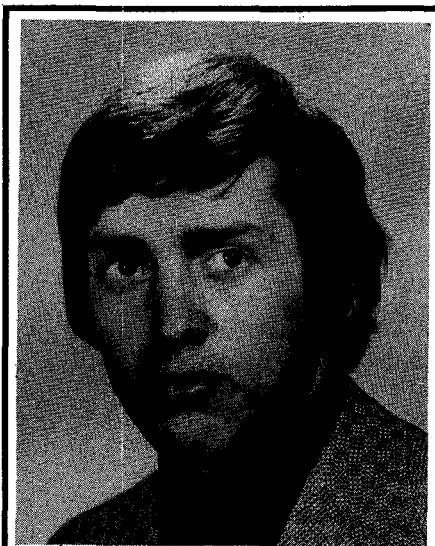
Company golf leagues are rapidly becoming the most popular source of recreation in the United States. Of the more than 30,000 American business organizations that sponsor employee recreation programs, it has been estimated that three-quarters (or some 22,500) include some form of golf. Golf is now the second most popular sport in the fast-moving field of industrial recreation, headed only by bowling. More than 87 percent of employees surveyed in 1970 ranked golf as their favorite sport.

How does the company recreation director undertake the organization of a golf league for his employees? The first thing he must do is to contact a golf course and make arrangements with the club professional. If a company is fortunate enough to have its own course, this is not necessary. The proper time to contact the course is in the fall before the spring season in which your league will begin.

The reason for this is that league starting times are at a premium and if you wait until spring, you may be out of luck. Since Labor Day is usually the end of the league season, this would be a good time to find out which leagues are disbanding, thereby creating an opening for you next season.

In choosing the golf course, a recreation director should take the following factors into consideration:

Location: The best location for an after-work league is within fifteen minutes driving time from the plant. For weekend leagues, the location is more flexible. For example, Chuck Placek of Motorola in Phoenix, Arizona, utilizes courses within a sixty-



MARK ARMSTRONG, 25, received his bachelor's degree in physical education from The King's College in 1968. He joined Xerox in 1969 after serving as an Assistant Golf Pro at Whispering Pines Golf Course in Schenectady, New York.

mile radius of the plant for his more than 1,000 golfers.

Public vs. private course: This dilemma may be solved by the fact that the private or semi-private course does not allow outside golf leagues. The private course has better course conditions and better club house facilities, and is usually less crowded. On the other hand, the public course has lower greens fees.

The public vs. private decision may be second-natured when actually the deciding factor in many cases is the club professional himself. A congenial,

competent and cooperative club pro can make a world of difference when it comes to assisting the league director in arranging starting times, calling rain-outs, planning schedules and tournaments, negotiating a contract and arranging the year-end banquet.

Nine-or eighteen-hole: A club that has eighteen holes assures your league members that they can use half of the course while the regular club members occupy the other nine holes, thereby avoiding a conflict between the two groups.

Course condition: Good course conditions can make the golfers much more appreciative of the league, just as poor conditions can create much dissatisfaction among league members.

Course difficulty: Course difficulty can usually be determined by the course's USGA rating. Difficulty of the course can be a determining factor in the type of player to which the league appeals (low handicap or high handicap). Scoville in Waterbury, Connecticut, exemplifies this in their golf league where high and low handicap golfers play in separate leagues. Where separate leagues are not possible or desirable, this problem can be eliminated by an effective handicap system which can assure that high and low handicappers can play together competitively.

When setting up negotiations with the club professional, or the county parks director if the course happens to be municipal, you should keep all arrangements on a tentative basis until you speak with your employees on the type of league in which they are interested.

There are various ways to



On the green with some Xerox golfers.

contact your golfers. Many can be reached through company-sponsored golf instruction programs. At Xerox Corporation in Webster, New York, beginner golfers are given a chance to register for a golf league after completion of classes.

Scoville has found that promotional clinics run by local professionals are also useful, as many golfers are attracted by professional guidance. However, contacting golfers can best be accomplished through an organizational meeting. Advanced publicity through the company paper or newsletter, bulletin board and flyers can be used to announce the meeting. This meeting should be held in early March as contracts must be signed and dues paid at least one month prior to the league starting date.

The organizational meeting

Topics that should be discussed at the meeting include:

(a) Officers, election of officers and the duties of each. The standard president, vice-president, secretary and treasurer will usually suffice.

(b) Selection of committees and establishment of their responsibilities. Sample com-

mittees may be: (1) Handicap committee: responsible for establishing and collecting scorecards and computing handicaps; (2) Rules committee: responsible for establishing and supervising the regulations governing the league and for handling violations of these regulations; (3) Publicity committee: responsible for publicity and communications within the league and from outside news sources; (4) Greens committee: responsible for setting up the league schedule, tournaments, year-end banquet and other special events.

(c) Rules should be established governing qualifications for membership, new players and termination of members.

(d) A practical system should be established for payment and collection of dues, whether weekly, monthly or in one total payment.

(e) Each team should provide a substitute or the league should have a substitute pool.

(f) Tournaments and prizes can vary according to the schedule and dues structure.

(g) Standardization and consistent enforcement of rules is essential. The official set of Rules of Golf recognized by the USGA should be amended only by "local rules" set up by the golf clubs for their own specific purposes.

(h) The handicap system used—whether it be the "Callaway", USGA, Peoria or your own—should accomplish two things: establish quickly a playable handicap for all members at the beginning of the

season and equalize competition through flexible adjustment of scores between high and low handicap players.

(i) A decision has to be reached whether to play match or stroke (medal) play, or to combine the two in some form of team competition.

How to schedule

(j) The most popular and practical method of scheduling is "round robin". When planning a schedule, consider the number of teams, number of rounds, varying the schedule with byes, position nights or tournaments, seeding, forfeits and re-scheduling and the method of competition (team vs. individual).

(k) Whether scoring is done by points awarded on holes, best ball, match or a rounds system, the important thing is to make it competitive and easy to calculate.

(l) There are two types of competition—team or individual. If teams are used, the two- or four-man are the most popular. Selection of partners can be done by random selection, pairing a high with a low handicapper or allowing members to choose their own.

The overall success of your league depends on strong organizational foundations, active administration and strict adherence to the rules and bylaws drawn up by the members themselves. If the above are accomplished, your company's leagues will be successful, competitive and enjoyable throughout their years of operation. ■



news in brief

Four-day week a success

The four-day week works, according to one survey.

Productivity actually increased when companies went to the shortened week, said Modern Office Procedures magazine.

Absences declined and morale rose. Department of Labor studies showed that increasing the workday from seven to nine hours or from eight to ten hours has little effect one way or the other on office efficiency. Fatigue appears to be no problem, the magazine said.

Production actually increases 7-8 percent, said Robert Paterakis, vice president of manufacturing Carbon Co. of Des Plaines, Illinois.

"I can't think of anything we don't like about the four-day week," he told the magazine.

Turnover dropped by 50 percent and attendance improved by 40 percent.

Colonial Carbon said that after it had worked the four-day week for six months, 98 percent of the employees were in favor of it.

"I think I would have a real fight on my hands if we tried to go back to a five-day week now," Paterakis said.

Roy W. Walters, a management consultant, said that instead of trying to stretch the weekend, "we should be concerned with the quality of life the rest of the week. The whole idea of the four-day week seems to indicate that we've given up on work as a source of engrossing interest in favor of more and more leisure time."

One executive has found that arriving earlier and leaving later gives him time to get more work done because of fewer interruptions.

All executives agreed that there was no increase in moonlighting. "There are people

who had part time jobs before we went to the four-day week who simply altered their schedules and went right on working," one told the magazine.

Another observer said that he believes most companies eventually will go to a four-day week with the number of hours decreasing to around eight per day.

One possible barrier to the four-day week spread comes from the federal government. The Labor Department says it hasn't been persuaded to change daily overtime standards called for in the Walsh-Healy and Contract Work Hours Acts. Also, the Department doesn't plan to grant waivers or exemptions in individual cases.

BOATERS - Fight pollution Here's how:

This country's almost 45 million boaters can do a lot this season to help make our waterways cleaner and more enjoyable for boating.

Here are some things to keep in mind to make sure you're not part of the pollution problem:

- When filling your boat's gas tank be especially careful not to spill one drop of gasoline or oil overboard. An extensive test of one boating water showed that ecological impact to a lake is most likely to show up around a dock where gasoline is handled.

- Make sure your outboard or boat engine is tuned up and running well. A rough-running engine will emit noxious hydrocarbons.

- Please don't litter. Save your scraps in a litter bag for disposal later.

- Go one step beyond. Look for floating tin cans, plastic bottles

and other debris and make it a point to collect as much as you can and dispose of it later.

If you spot other sources of pollution please notify the proper authorities.

Private farmland opened

The United States Department of Agriculture is embarking on a new program that will provide free access to private farmlands in 10 states for thousands of hunters and fishermen.

The pilot program will be set up in 50 counties in the 10 selected states in 1972 and, if successful, could open up millions of acres of private farmlands in the future for hunting, fishing, hiking and trapping, providing increased recreational activity for the nation's 55 million hunters and fishermen. The 10 states to participate in 1972 are Colorado, Indiana, Louisiana, Michigan, North Dakota, Oklahoma, Oregon, Pennsylvania and South Carolina.

The program will be set up so that farmers already participating in USDA land set-aside programs will be offered extra compensation if they agree to permit free access to their lands.

USDA's Stabilization and Conservation Service will administer the program through its state and county ASC committees. These county committees will work in close cooperation with the state wildlife management departments in the 10 states. Landowners interested in participating should file their requests with their county ASC committee.

Gratifying the Ego

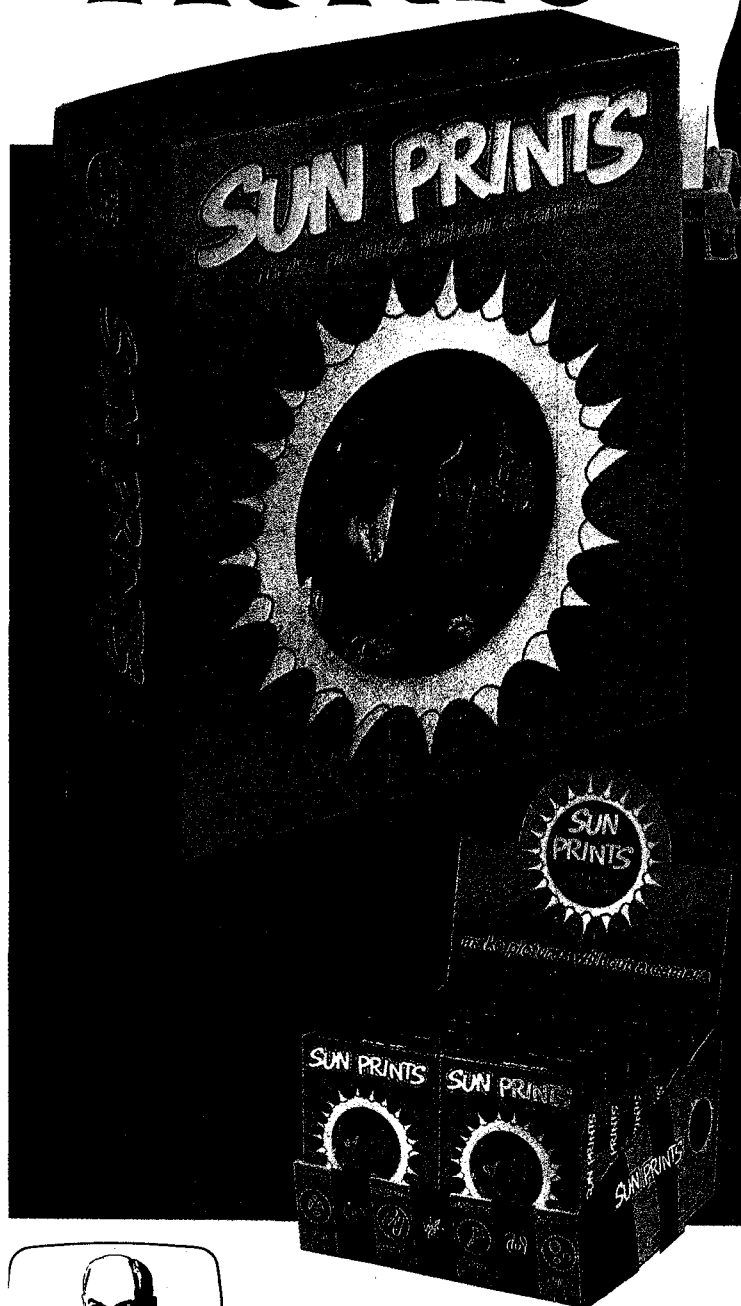
For once it pays to be over 30—at least if you want to rent a Rolls-Royce Silver Shadow from Avis in London.

It also helps to have an unblemished driving record. Even then would-be drivers may face a test spin to see if they are up to the car. And to get a Shadow also requires plenty of substance.

An air-conditioned Rolls fully outfitted down to a stereo player and tapes, costs \$58.60 a day

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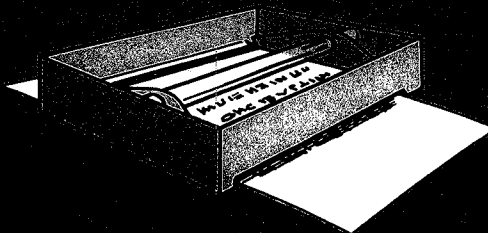
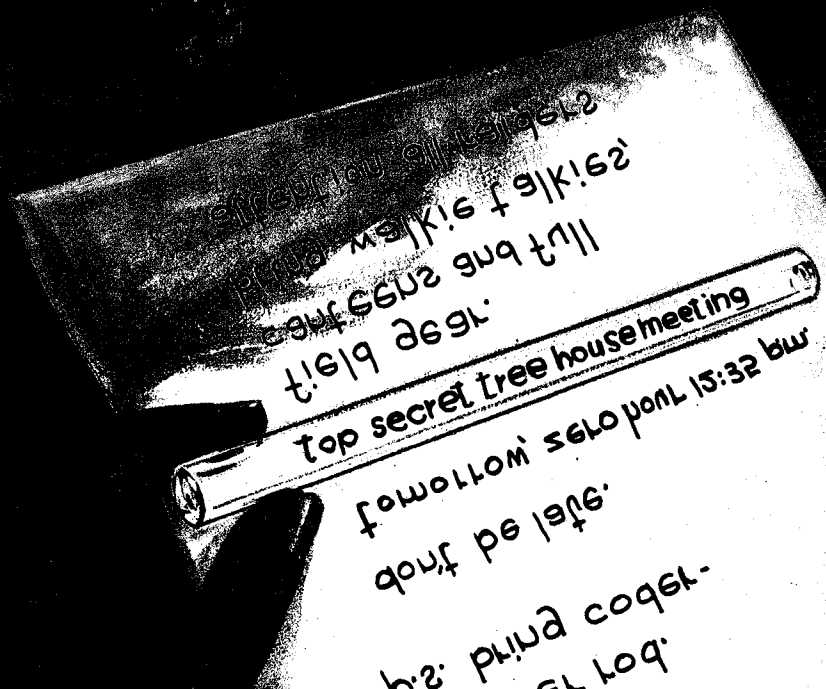


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It is a simple, easy-to-use device that can be used to send and receive secret messages.

It is a simple, easy-to-use device that can be used to send and receive secret messages.

It is a simple, easy-to-use device that can be used to send and receive secret messages.

(insurance included), plus 36 cents a mile and petrol. Over 30 sports car buffs can also slip behind the wheel of a legendary Jensen Interceptor at these same rates. Expensive to be sure, but worth it in terms of ego gratification.

New fishing film

Allied Artists Pictures Corp. has announced the completion of "The World of Sport Fishing", a star-studded film that has been touted as "the most extravagant and widest-ranging angling film ever made."

Included in this 104-minute spectacle are such sports and show business luminaries as Ernest Borgnine, Bing Crosby, Ken Curtis, Phil Harris, the late Van Heflin, Jack Nicklaus and Milburn Stone, plus almost every type of game fish imaginable.

The film is narrated by Curt Gowdy, host of ABC-TV's "The American Sportsman", and noted outdoorsman Lee Wulf, who guide the viewer through such scenic areas as the Bahama Islands, Nicaragua's San Juan River, the waterways of Iceland, the Florida Keys, the lake regions of Minnesota and Wyoming's Snake River.

"The World of Sport Fishing", which was produced by Leonard Gruenberg, directed by Bud Morgan and written by Pat Smith, had its world premiere on March 15 at the Continental Theatre in Denver, Colorado, and will be shown in some 50 cities in the Rocky Mountain region prior to its national release.

Overseas visitors to be up 25% during 1972

The devaluation of the dollar placed the United States in a better competitive position in the international travel market this year. A rise of between 21 and 26 percent in the overseas visitor count to the USA is now being projected by the United States Travel Service.

In numbers, that's an increase of from 523,000 to 654,000 visitors, enough to push overseas arrival volume over the three million mark for the first time in U.S. history. Coupled with an expected 11.6 million from

Canada and Mexico, this would give the U.S. close to 15 million foreign arrivals this year.

Great Markets: Great Vacations

The simple economics of the most basic people-to-people business in the world can provide a great family vacation experience, according to the March issue of Better Homes and Gardens magazine. "Great Markets, Great Eating" is the subject of a 14-page color feature in the nation's third largest magazine.

The article was produced by BH&G travel and food editors who traveled to Atlanta, Georgia; Lancaster, Pennsylvania; Seattle, Washington; New Orleans, Louisiana; and San Antonio, Texas, to describe five of America's most interesting markets—and the special recipes of each region.

Hunting and fishing day

Sen. Thomas J. McIntyre's resolution to establish the fourth Saturday of each September as National Hunting and Fishing Day passed the Senate unanimously on March 2.

More than 30 sportsmen's organizations, as well as state legislatures and recreation groups, are already working together for the September 23 celebration.

If you and your club members want to lead your community in showing the public what hunters and fishermen have done for conservation, plus give youngsters a chance to try casting, shooting, archery and other outdoor skills, hold an open house. A how-to action manual is available for \$1.00 prepaid from: NHF Day, 1075 Post Road, Riverside, Connecticut 06878.

OAKLAND!

June 14-18

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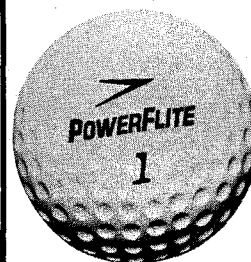
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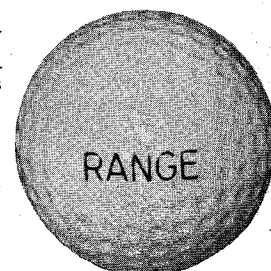
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HANDICAPPING

Some people say they just can't get interested in organized horseshoes—that it's too much a 'kill' game.

Horseshoe leagues at several companies have come up with a way to even things out, so that everyone can compete on about the same level. It is a method used in bowling, golf and other sports—handicapping.

Different professional horseshoe associations and company teams have devised different systems, but they all share procedures of keeping score, averaging scores, then finding the gap between each individual and the 'typical' player.

Basic scoring is as follows:

- (a) All shoes must be within six inches of the stake to score.
- (b) The closest shoe to the stake scores 1.
- (c) Two shoes closer than opponent's scores 2.
- (d) One ringer scores 3.
- (e) Two ringers score 6.
- (f) One ringer and closest shoe of same player scores 4.
- (g) If a contestant has two ringers and his opponent has one, the player having the two scores 3.
- (h) All equals count as ties and no points are scored.
- (i) Game won is 21 points.

Over 40 percent of the recreation programs among the NIRA membership claim horseshoe leagues or facilities. Here are some hints for your program in handicapping:

A sample method

One state horseshoe league uses this step-by-step method:

Each player's handicap will be computed by taking 90 percent of the difference between his actual score for 50 shoes and 120 points.

(a) **Add** your game scores—you shoot a match (5 games) with the following scores: 90, 95, 80, 93, 92 for a total actual score of 450.

(b) **Divide** total score by number of games pitched—450 divided by five games gives an average score of 90 points.

(c) **Subtract** average score from 120 (or 480 for four-man team)—90 from 120 equals 30 points difference.

(d) **Multiply** difference by 90 percent for handicap—30 points times 90 percent equals 27 points for handicap.

(e) **Add** handicap to actual score for each individual game pitched to determine the game score—

90	95	80	93	92
<u>27</u>	<u>27</u>	<u>27</u>	<u>27</u>	<u>27</u>
117	122	107	120	119

for a match total, including handicap, of 585 points.

Cautions:

No handicap on a 120-average pitcher.

In figuring next week's handicap, be sure to drop previous week's handicap from game totals.

Your handicap for the next week is figured after your match with the exception of the first week of play. (note: with the exception of the first week and a new pitcher, you will use your previous week's handicap.)

How Delco does it

The method used by Delco Radio's league is a bit different.

(a) average out game scores for individuals or teams;

(b) subtract single team average from total team average;

(c) multiply difference by 75 percent to determine handicap.

As a player's average increases or decreases during the season, so must his handicap.

The initial rating of players can be obtained by having each player pitch 100 shoes by himself in a qualifying round and using his score as the basis for handicap.

Then there are the two official

methods of handicapping—cancellation and 'count all'.

Cancellation handicap method

The handicap system used by the New Jersey State Horseshoe Pitcher's Association has been found to be the most satisfactory for the cancellation method of scoring.

The system is based on the difference in ringer percentage of the two players over a total of 100 shoes. All that is needed is to know the ringer percentage of players and apply the difference to the chart listed later in this article. This difference in ringer percentage is converted into points, three points for each percentage difference.

Since in cancellation games one never knows the length of the game in advance, the handicap is applied gradually, one-tenth of it every ten shoes or five frames.

For example, if the difference in ringer percentage between two players is 10 percent, that figures to a difference of 30 points in 100 shoes. Since it is impractical to give the lower percentage player 30 points at one time, one-tenth or 3 points of the handicap is applied every ten shoes or five frames. These three points are distributed one each in the first, third and fifth frames. This process continues each ten shoes as long as the game lasts.

Simple chart for figuring handicap

Percentage Difference	Handicap each 10 shoes
1-2 percent	none
3-5 percent	1
6-8 percent	2
9-11 percent	3
12-14 percent	4
15-18 percent	5
19-21 percent	6
22-24 percent	7
25-28 percent	8
29-31 percent	9

HORSESHOES

To apply handicap each 10 shoes (5 frames)

- 1 point handicap in each third frame.
- 2 point handicap—1 point in 2nd and 4th frames.
- 3 point handicap—1 point in 1st, 3rd and 5th frames.
- 4 point handicap—1 point in 1st, 2nd, 4th and 5th frames.
- 5 point handicap—1 point in each frame.
- 6 point handicap—2 points in the 1st, 3rd and 5th frames.
- 7 point handicap—2 points in the 1st and 5th frames; 1 point in the 2nd, 3rd and 4th.
- 8 point handicap—2 points in the 1st, 3rd and 5th frames; 1 point in the 2nd and 4th frames.

9 point handicap—2 points in the 1st, 2nd, 4th and 5th frames; 1 point in the 3rd frame.

10 point handicap—2 points in each frame.

In order to receive the handicap in any given frame, the player must have one shoe within counting distance.

With this system a tie game is possible, and in that case the game is extended to five additional points until the tie is broken.

Prior to tournament or league play scoresheets are made up for each possible handicap situation. Handicap points are marked in the designated frames with red pencil. Then the name of the

player is the only thing to be added later.

'Count-all handicap system

This system is based on points pitched in a 50-shoe game with 100 points considered the 'scratch' score.

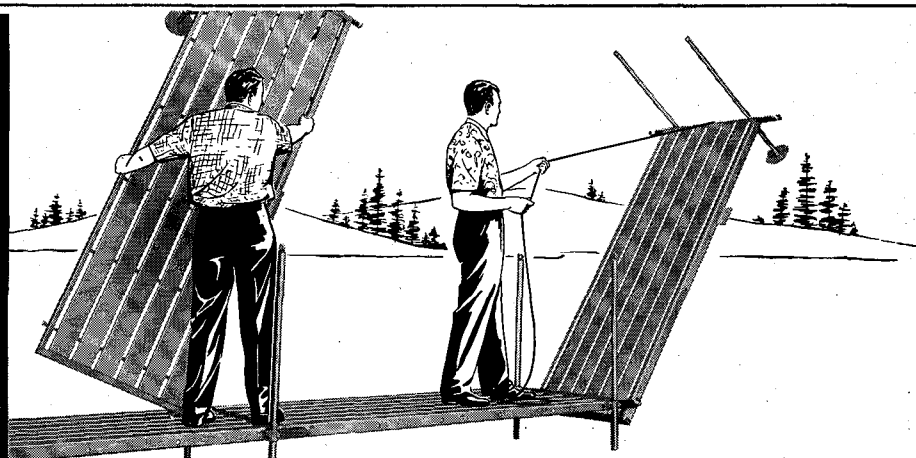
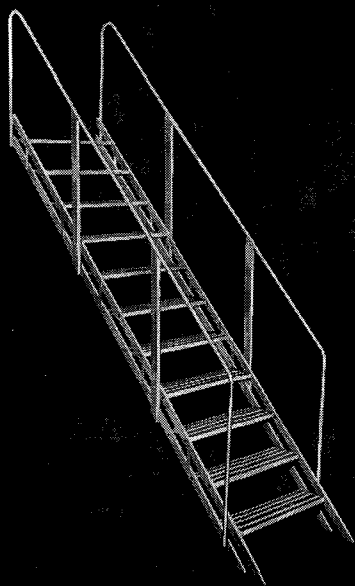
Each player's handicap is figured on the difference between his average points for 50 shoes and the 'scratch' score of 100 points.

Some clubs use the full difference as the handicap; others use 75 percent.

The most common variation is 80 percent of the difference and this is illustrated in the chart below.

(continued on page 56)

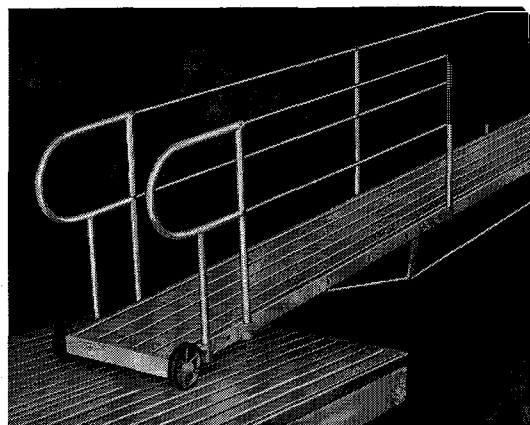
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Travel Spotlight

Spend a "blooming" spring in D.C.

More than 18 million tourists visit Washington, D.C. annually. A fair proportion of these come in the spring, both for the National Cherry Blossom Festival and the all-around fine weather and less-crowded atmosphere perfect for viewing the area's most-renowned spots.

Many of the cherry blossoms linger into late April, if you were not able to make this year's April 3 to 8 festivities, and the whole Capitol area is glorious with spring flowers and greenery. The whole family will enjoy the expanse of parks that form a setting for the many points of interest.

The nation's capital is a planned city, and its planners did well in anticipating hordes of tourists. Most shrines, memorials, museums and other sites are clustered on or surrounding the National Mall, the 2.25-mile grassy expanse connecting the Capitol and the Lincoln Memorial. Moreover, in true democratic fashion, nearly everything is free.

For an unparalleled view of the city, start your tour at the **Washington Monument**. The 10c elevator ride whisks you in 70 seconds to the top of the 555-

foot structure, the highest in the city. Don't forget to take your camera.

The White House - the lines will be long but they will move quickly. Enter from East Executive Avenue for free tours.

Museum of History and Technology - If you hate museums, you will love this one, which keeps surprisingly attuned to the modern world. Be sure to see the Star Spangled Banner.

National Archives - don't miss the original Declaration of Independence, Constitution and Bill of Rights.

Museum of Arts and Industries - an exciting collection of space technology, including a moon rock, the Apollo 11 command ship and a Lunar Landing Module like the one used by the first men to walk on the moon.

The National Gallery of Art is Washington's "Louvre". See the only painting by Leonardo di Vinci in America.

Ford's Theater is kept just as it was when Lincoln was shot in 1865. Among the Lincoln artifacts is John Wilkes Booth's pistol. The theater has live performances at night.

Lincoln Memorial - the temple-like exterior is world famous and

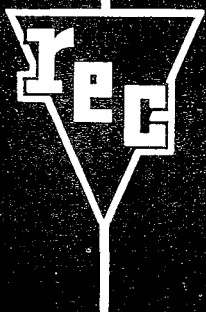
the statue of the 16th president is undoubtedly the city's most magnificent. The memorial is spotlighted inside and out at night.

Other interesting spots are **Lafayette Park**, a street of reconstructed row-houses; the **Supreme Court**, in action into mid-June; the **Museum of Natural History**, containing the Hall of Dinosaurs and a 12-ton stuffed elephant; and **Arlington National Cemetery**.

Washington is well-known as a friendly city where a warm welcome and plenty of fine hotels and restaurants await you.

One particular convenience is the Tourmobile Shuttle Service, sure to be welcome after (and as a part of) all that sightseeing. The service gives interpretive tours of the whole Federal Mall area and is the only sightseeing vehicle permitted within Arlington National Cemetery. The foot-weary tourist group will enjoy the daily reboarding privileges offered.

For more information on the city, with free maps and tour guides, write the Washington Convention and Visitors Bureau, 1129-20th St., N. W., Washington, D.C. 20036. ■



the recre WHERE

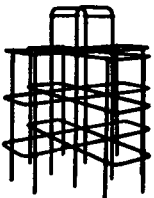
CLIMBING GYMS

Climbing is one of the strongest play instincts. RECREATION climbing gyms provide safe fun and exercise, teach courage, imagination and muscular coordination. 24" climbing squares; 3/4" ID Hot Galvanized structural steel pipe; locked together with smooth, Hot Galvanized heavy gauge steel stampings thru-bolted.

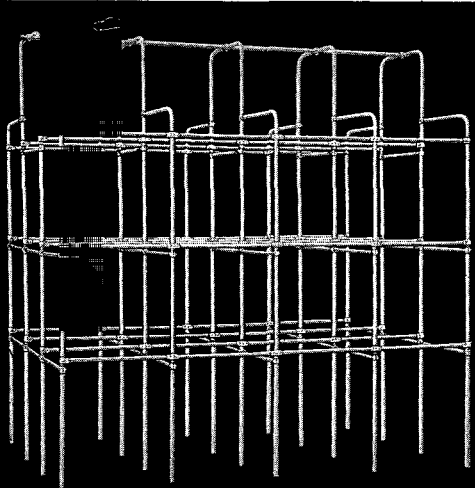
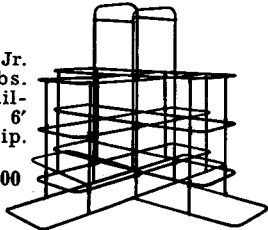


No. 390 Primary Monkey Climb (left)— capacity 15 children; 8' high. Weight 150 lbs. \$102.00

No. 385 Maze of Climbs (right) — capacity 22 children; 8' 6" high. Weight 260 lbs. \$129.00

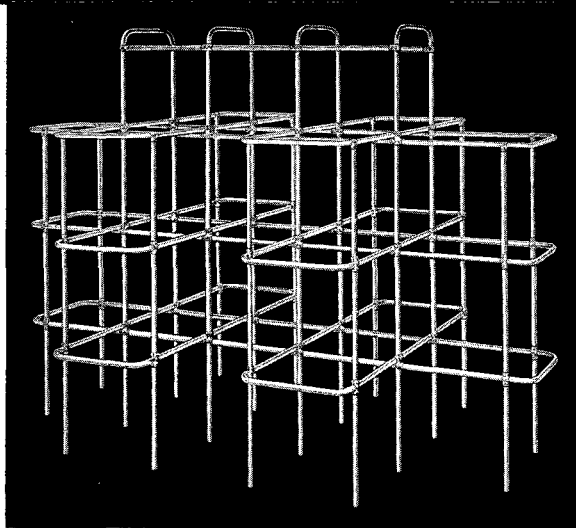


No. 362 Portable Jr. Maze of Climbs. Capacity 18 children; 7' square, 6' high; cannot tip. Weight 250 lbs. \$139.00

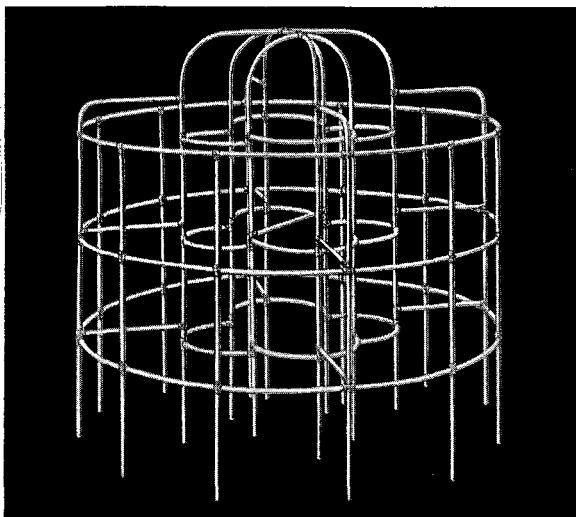


No. 6-6 Rectangular Expanding Gym (similar to illustration at left) — Height 8'; ground space 6' x 6'; capacity 25 children. Weight 355 lbs. \$184.00

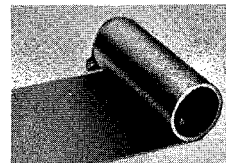
No. 6-8 Rectangular Expanding Gym (left) — Height 8'; ground space 6'x8'; capacity 35 children. Weight 460 lbs. \$237.00



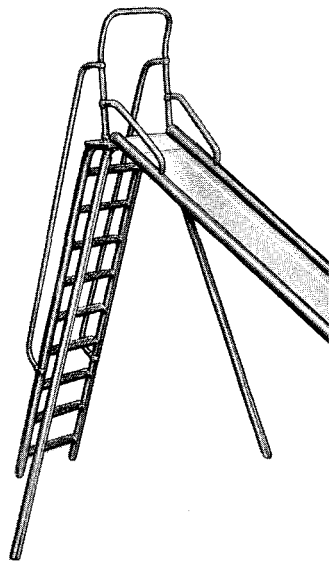
No. 386 Double Maze of Climbs (above)— capacity 40 to 50 children; 8' 6" high. Weight 450 lbs. \$228.00



No. 388 Senior Monkey Climb (above) — capacity 35 children; 8' high. Weight 400 lbs. \$245.00



No. 1000 Series

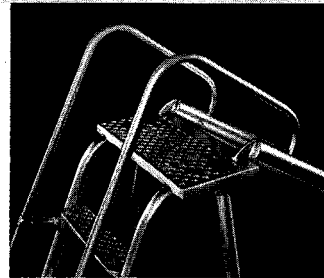


12' Bedway — Platform 6' High — "HR" Handrails

No. 1012Z Galvanized Bedway. Wt. 370 lbs. \$179.00
No. 1012ZS Stainless Steel Bedway. Wt. 400 lbs. \$199.00

16' Bedway — Platform 8' High — "A" Handrails

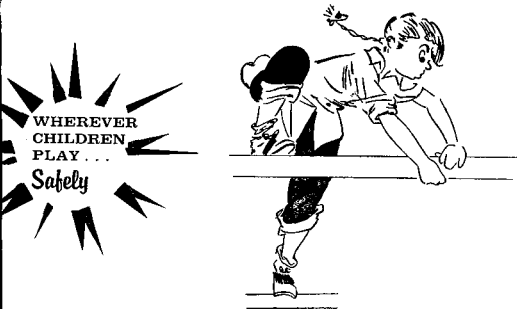
No. 1016Z Galvanized Bedway. Wt. 430 lbs. \$229.00
No. 1016ZS Stainless Steel Bedway. Wt. 470 lbs. \$259.00



No. HR

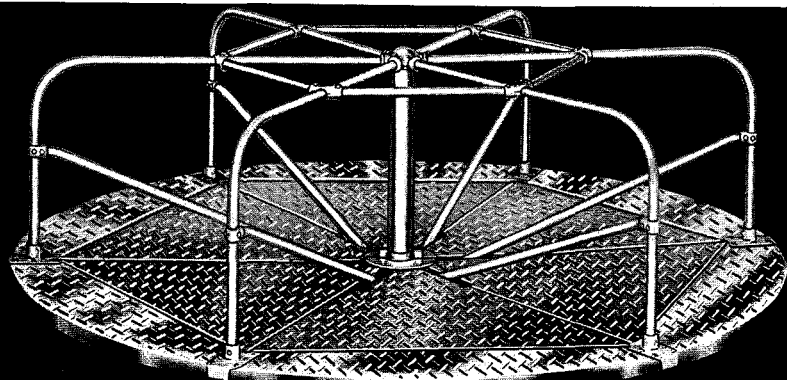
No. HR handrails are provided on all RECREATION 10' and 12' slides. Note the safety end plugs on chute siderails which prevent catching of clothing at this point.

Shown above are two types of handrails. No. A handrail, installed on the ascending slide; (2) No. B handrail, which covers the chute—dangerous if left open.

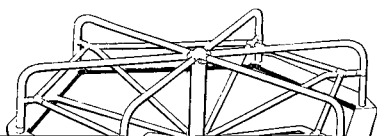


MERRY-GO-ROUNDS

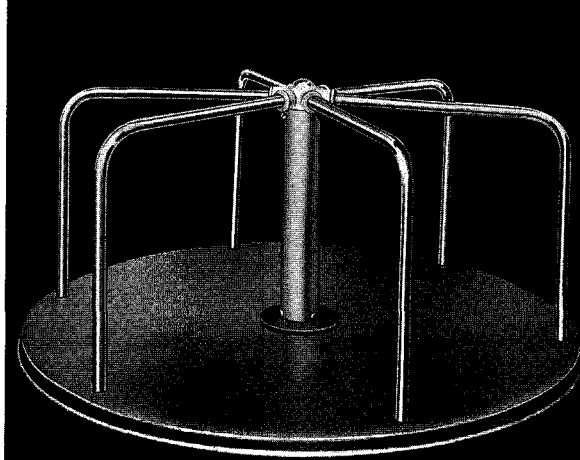
A Merry-Go-Round can provide endless hours of healthful entertainment and exercise for children—but it must be safe. The No. 402-D (below) has been designed and built by RECREATION to be the safest and most durable of all. The round type is safest because there are no corners to bump shins; the enclosed type prevents legs from slipping down in center; walking on is safer than sitting.



No. 402-D Closed Type "Walk-on" Platform 8" above ground. Capacity 40 children. Wt. 760 lbs. \$461.00



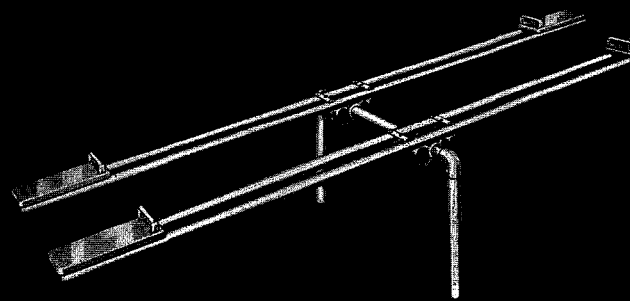
No. 402-H Open Type. Platform 16" above ground, high enough to sit on. Capacity 30 children. Wt. 425 lbs. \$210.00



TOT MERRY GO ROUND

No. 346 TOT Merry-Go-Round has 5' diameter one piece aluminum floor with beaded safety edge. Center post similar to above illustration except uses 2 3/8" Hot Galvanized structural steel pipe in place of solid steel post, 175 lbs.

No. 346 Stationary Tot Merry Go Round. 175 lbs. \$140.00
No. 346-P Portable Tot Merry Go Round. 225 lbs. 170.00

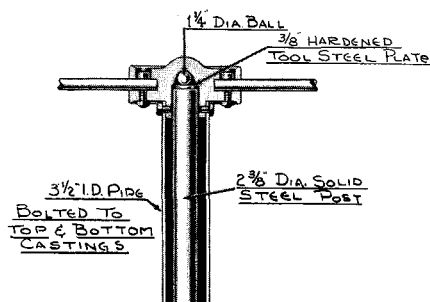


12' SEE SAWS

Complete with 2" pipe frames and No. 50 Adjustable Fulcrum. Seatboards mounted on two 1 1/2" Hot Galvanized steel pipes.

No. 408 Two Metal See Saws. Wt. 290 lbs. \$219.00
No. 409 Four Metal See Saws. Wt. 550 lbs. \$219.00
No. 410 Six Metal See Saws. Wt. 800 lbs. \$329.00

No. 50 Adjustable Fulcrum—3 positions for different weights of children; WEATHER-PROOF Aluminum Alloy; chain prevents removal of board.



Center Post construction is illustrated at left. Notice that all the weight of the merry-go-round is carried at the top on the steel ball which rests on a specially hardened tool steel plate. This design eliminates practically all wear and will last many years. Notice the distance between top and bottom center shaft bearings—the greater the distance the less play or wobbling.

OUTDOOR BASKETBALL OUTFITS

No. 458-FS

Basketball backstop with 35" x 54" fan-shaped 12 gauge steel back-board finished with 2 coats non-glare eggshell baked enamel rigidly reinforced with wide heavy gauge channel sections welded on the back, "no-tie" 5/8" orange colored rear mounted goal ring with 120 thread net, can be adjusted for 8', 9', or 10' goal ring height, complete with two 2 3/8" O.D. HOT GALVANIZED structural steel pipe supports each 15' long capped at top Wt. 220 lbs.**\$106.00**

No. 457-FS

Basketball backstop with 35" x 54" fan-shaped 12 gauge steel back-board finished with 2 coats non-glare white eggshell baked enamel rigidly reinforced with wide heavy gauge channel sections welded on the back, 12" extension arms of HOT GALVANIZED 1 1/8" O.D. pipe, "no-tie" 5/8" orange colored rear mounted goal ring with 120 thread net, can be adjusted for 8', 9', or 10' goal ring height, complete with one 3 1/2" O.D. HOT GALVANIZED structural steel pipe support 15' long capped at top Wt. 220 lbs. **\$124.00**

No. 458-RM

Basketball backstop with 4' x 6' 12 gauge steel rectangular back-board with 2 coats non-glare egg-shell baked enamel, "no-tie" 5/8" orange colored front mounted goal ring with 120 thread net, 10' goal ring height, complete with one 3 1/2" O.D. HOT GALVANIZED structural steel pipe support 16' long capped at top. **\$166.00**

No. 461-F backstop, same as 461-RM except with 35" x 54" fan-shaped 12 gauge steel back-board and rear mounted goal ring. Wt. 350 lbs. **\$173.00**

No. 461-RM

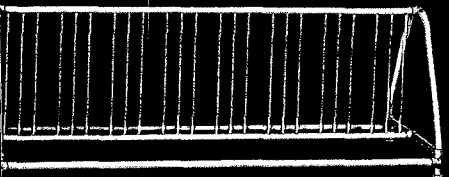
Basketball backstop with 4' x 6' rectangular 12 gauge steel back-board finished with 2 coats non-glare eggshell baked enamel, rigidly reinforced with wide heavy gauge channel sections welded on the back. 6 foot extension and vertical support of 6 3/8" structural steel pipe welded together to form a solid, integral unit. "No-tie" 5/8" orange colored front mounted goal ring with 120 thread net. 10' height only. Wt. 400 lbs. **\$211.00**

No. 459-EF

Basketball backstop with 35" x 54" fan-shaped 12 gauge steel back-board finished with 2 coats non-glare eggshell baked enamel rigidly reinforced with wide heavy gauge channel sections welded on the back, 4' extension arms of HOT GALVANIZED 2 3/8" O.D. pipe, "no-tie" 5/8" orange colored rear mounted goal ring with 120 thread net, can be adjusted for 8', 9', or 10' goal ring height, complete with two 3 1/2" O.D. HOT GALVANIZED structural steel pipe supports each 15' long capped at top Wt. 490 lbs. **\$196.00**

No. 459-EM

Basketball backstop with 4' x 6' 12 gauge steel rectangular back-board with 2 coats non-glare eggshell baked enamel, 4' extension arms of HOT GALVANIZED 2 3/8" O.D. pipe, "no-tie" 5/8" orange colored front mounted goal ring with 120 thread net, can be adjusted for 8', 9' or 10' goal ring height, complete with 3 1/2" O.D. HOT GALVANIZED structural steel pipe supports each 16' long. Wt. 550 lbs. **\$211.00**

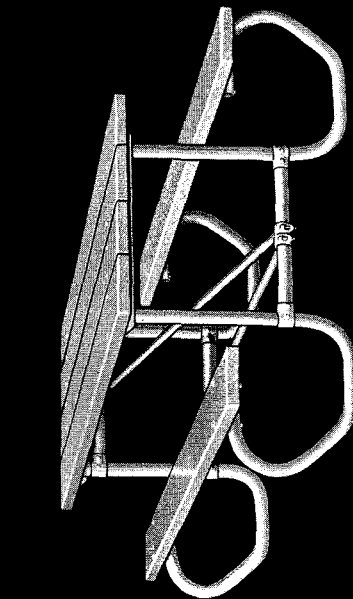


BICYCLE RACKS

Encourage orderly parking of bicycles on your playground with RECREATION bicycle racks. Note the extra space design between every third vertical pipe in main center section, which allows easier entrance and exit.

Part No.	Length	Capacity	Weight	Stationary
006-8S Duplex	8'	16	160	\$76.00
Additional units—one end frame only included:				
008S Duplex	8'	16	140	\$67.00

(We can make any size—write for prices)



Recreation Heavy Duty Picnic Tables

Made of 1 1/4" I.D., 1 1/8" O.D. Hot Galvanized structural steel pipe; 2" Douglas fir finished in Jade Green enamel, 8' long, 5' wide, table 29" high, seat 17" high. No. 367 Portable, compl. 240 lbs. **\$103.00**
No. 369 Frames for 367. 100 lbs. **\$48.00**

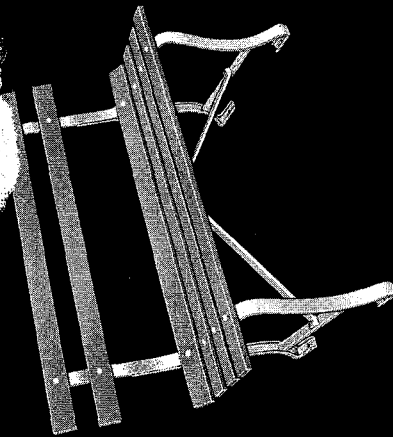
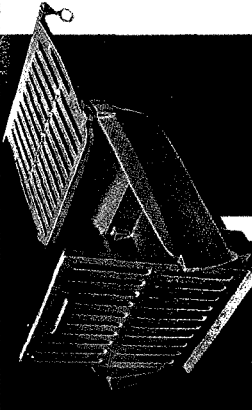
De Luxe Picnic Tables

Same as above except 1" I.D., 1 1/8" O.D. pipe, 1 1/4" Douglas fir, 6' long. No. 370 Portable, compl. 150 lbs. **\$72.00**
No. 371 Frames only for 370. **\$40.00**

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 999
ANDERSON, IND.

Recreation Outdoor Cooking Grill

Heavy cast iron, 16" x 17", with space for generous charcoal and wood fires. Turns full 360 degrees. No. 624 Grill complete with pipe for concrete installation. 98 lbs. **\$55.00**



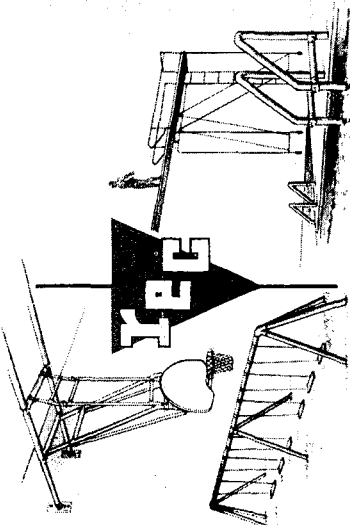
PICNIC EQUIPMENT

Recreation Settee

Sturdy, comfortable, attractive, 100 uses. Steel framework Hot Galvanized for years of lowest service.

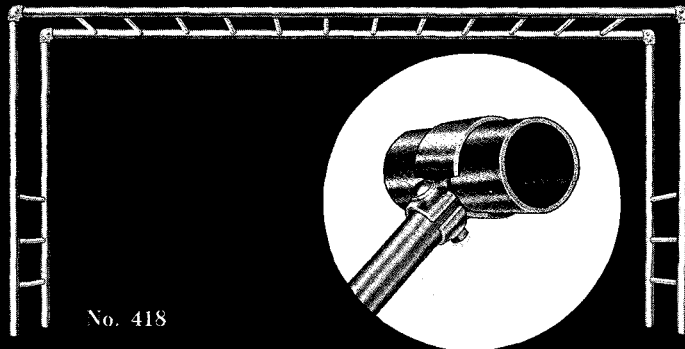
No. 840-4 Settee, 4' long, 33 lbs. **\$29.00**
No. 840-6 Settee, with 3 legs instead of 2 as shown 6' long. 41 lbs. **\$40.00**

RECREATION EQUIPMENT CORP.
Department 972M—724 West 8th St.
Anderson, Indiana 46011



THE RECREATION LINE

Form 190R



No. 418

HORIZONTAL LADDER

2 3/8" galvanized frame pipe with adjustable 1 1/8" rungs

No. 418-J ladder 12' long, 6' high, 200 lbs. **\$ 80.00**

No. 418 ladder 15'4" long, 7' high. 300 lbs. **116.00**

POSTS

No. 444E—Volley Ball Post with hooks. Wt. 60 lbs.



No. 643

BACKSTOPS

Frame 1 1/2" ID Hot Galvanized steel pipe, woven in a 2" chain-link net fabrication. Back is 10' wide angle on each side.

No. 642—Baseball Backstop,

No. 643—Baseball Backstop,

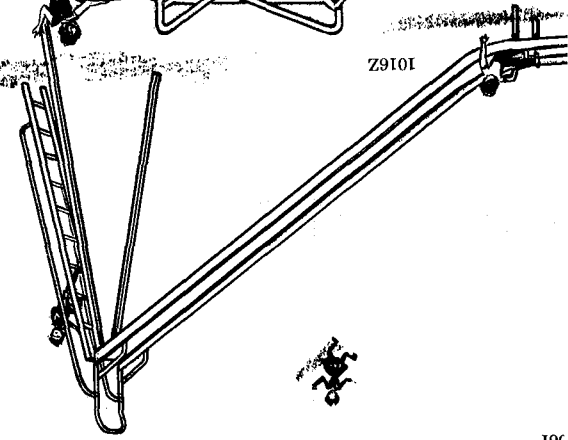
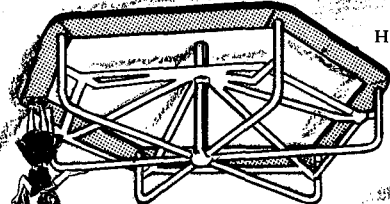
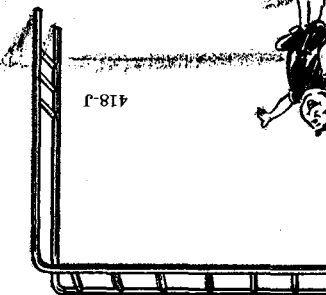
PRINTED IN U.S.A.

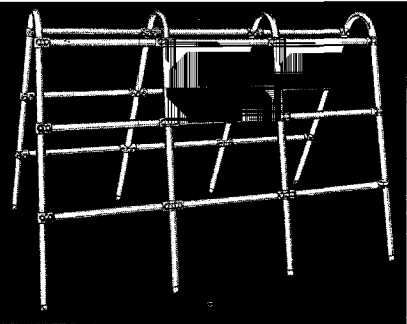


Recreation

Line

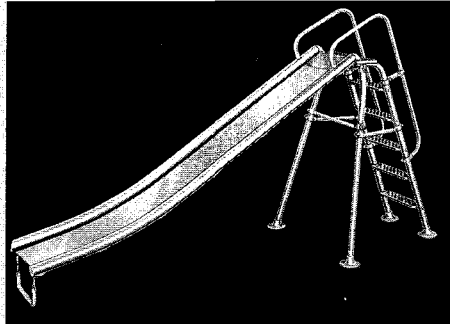
Equipment





Portable Climbing Fence

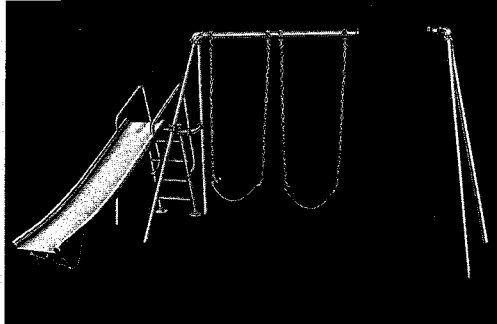
Capacity—approximately 12 children
 • 59" long, 33" wide, 39" high •
 Climbing squares 12" high, 19" long
 • Made of new HOT GALVANIZED
 structural steel pipe, 1 1/4" O.D. •
 Locked together with smooth HOT
 GALVANIZED heavy gauge steel
 stampings thru-bolted. Wt. 75 lbs.
 No. 382 Portable Junior Maze
 of Climb \$43.00
 No. 362 Portable Maze \$139.00
 (See Climbing Gyms Inside—



Portable Tot Slide

The RECREATION rigidly constructed Port-
 able Tot Slide. The sturdy Aluminum platform
 is 19" by 6 1/2".

No. 1008TY slide, 8' galvanized bed-
 way, 4' high Wt. 225 lbs. \$142.00
 No. 1008TYS slide, 8' stainless steel
 bedway, 4' high Wt. 240 lbs. \$159.00
 No. 1010TY slide, 10' galvanized bed-
 way, 5' high Wt. 300 lbs. \$156.00
 No. 1010TYS slide, 10' stainless steel
 bedway, 5' high Wt. 320 lbs. \$179.00



Portable Swing and Slide Combination

Here's a swing and slide combination made to
 the same specifications as our larger units, but
 scaled down in size only. Completely portable.
 Uprights made of 1 1/2" O.D. and top rail made
 of 2 3/8" O.D. new HOT GALVANIZED struc-
 tural steel pipe. 6' high and requires 10' x 8'
 ground space. Tot slide 3' high with 6' long
 bedway.

726 Combination with galvanized
 slide bedway, wt. 380 lbs. \$204.00
 726-S Combination with stainless
 steel bedway, wt. 400 lbs. \$216.00

TOT LOT PARTS

SWING PARTS

(FOR OTHER HEIGHTS, ADD OR SUBTRACT 60¢ PER FOOT
 DIFFERENCE)

No. 504 Swing Hanger with Oilless Bearing for 2" I.D., 2 3/8" O.D.
 Pipe, Wt. 2 lbs. \$3.25
 No. 504L Swing Hanger with Oilless Bearing for 3" I.D., 3 1/2" O.D.
 Pipe, Wt. 2 1/2 lbs. 4.25
 No. 500 Standard Swing 500-S, Four "S" Hooks, Two 504 Hangers
 for 2" Pipe and Chain for 10' High. Wt. 18 lbs. 18.75
 No. 500-3 Same as above except with 504L Hangers for 3" Pipe.
 Wt. 19 lbs. 20.75
 No. 500H Same as No. 500 less 504 Hangers. Wt. 14 lbs. 12.25
 No. M5 Heavy Malleable Hook, Galvanized. Wt. 1/3 lb. .70
 No. S5 Steel "S" Hook, Galvanized. Wt. 1/3 lb. .12
 No. 6-0 Short Link Weldless Chain, Galvanized.
 Wt. 1/3 lb. per foot. .20
 No. 8-0 Short Link Weldless Chain, Galvanized.
 Wt. 1/2 lb. per foot. .30
 No. LL Long Link (11" long of 3/8" steel). Wt. 1/2 lb. .25
 No. 506E Two-Way End Spread for 2" and 1 1/2" Pipe. Wt. 6 lbs. 8.00
 No. 506EE Two-Way End Spread for 3" and 2" Pipe. (Brass only)
 Wt. 10 lbs. 24.75
 No. 506 Three-Way End Spread for 2" and 1 1/2" Pipe. Wt. 10 lbs. 17.50
 No. 506L Three-Way End Spread for 3" and 2" Pipe. Wt. 14 lbs. 23.00
 No. 501 Two-Way Center Spread for 2" and 1 1/2" Pipe. Wt. 8 lbs. 12.50
 No. 501L Two-Way Center Spread for 3" and 2" Pipe. Wt. 8 lbs. 13.50
 No. 503 Three-Way Center Spread for 2" and 1 1/2" Pipe. Wt. 9 lbs. 17.75
 No. 503L Three-Way Center Spread for 3" and 2" Pipe. Wt. 10 lbs. 18.25

SEE SAW BOARDS AND PARTS

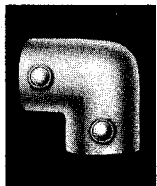
No. 242-10 2" x 10" x 10' Board with metal binding
 No. 55 Stationary Fulcrum and No. 214 handles. Wt.
 40 lbs. \$35.00
 No. 242-12 2" x 12" x 12' Board with metal binding
 No. 55 Stationary Fulcrum and No. 214 handles. Wt.
 65 lbs. 42.00

FLAG POLE PARTS

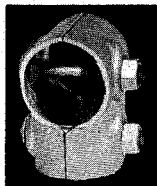
No. A-131 Flag Pole top, fits 1 1/2" pipe only. 19.00
 No. 30 Galvanized cut-link Halyard chain. per foot .20



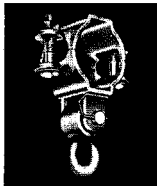
No. 105



No. 99



No. 53



No. 504

BOLT-THRU

No. 47 For 3/4" pipe, Galvanized Stamping \$.45
 No. 40 For 1" pipe, Galvanized Stamping50
 No. 164 For 1 1/4" pipe, Galvanized Stamping95
 No. 81-S For 1 1/2" pipe, Galvanized Stamping 1.15
 No. 53 For 2" pipe, Galvanized Stamping 2.40

BOLT-THRU (Clamp Around)

No. 14 For 3/4" to 1 1/4" pipe, Galvanized Malleable. \$ 1.40
 No. 145 For 3/4" to 2" pipe, Galvanized Stamping 1.00
 No. 105 For 1 1/2" to 1 3/4" pipe, Galvanized Stamping 1.05
 No. 116 For 1 1/2" to 2" pipe, Galvanized Malleable 2.40
 No. 141 For 2" pipe, Galvanized Stamping 3.90

CROSS CLAMPS (bolt-thru)

No. 48 For 3/4" to 3/4" pipe, Galvanized Stamping \$.65
 No. 170 For 1 1/4" to 1 1/4" pipe, Galvanized Malleable. 2.10
 No. 83 For 1 1/2" to 1 1/2" pipe, Galvanized Malleable 2.25
 No. 41 For 1" pipe (Merry-go-Round "Y") Galvanized
 Stamping 2.10

ELBOWS

No. 171 For 1 1/4" pipe, Galvanized Stamping \$ 1.50
 No. 99 For 1 1/2" pipe, Galvanized Stamping 1.60
 No. 54 For 2" pipe, Galvanized Stamping 3.85

CLAMP AROUND

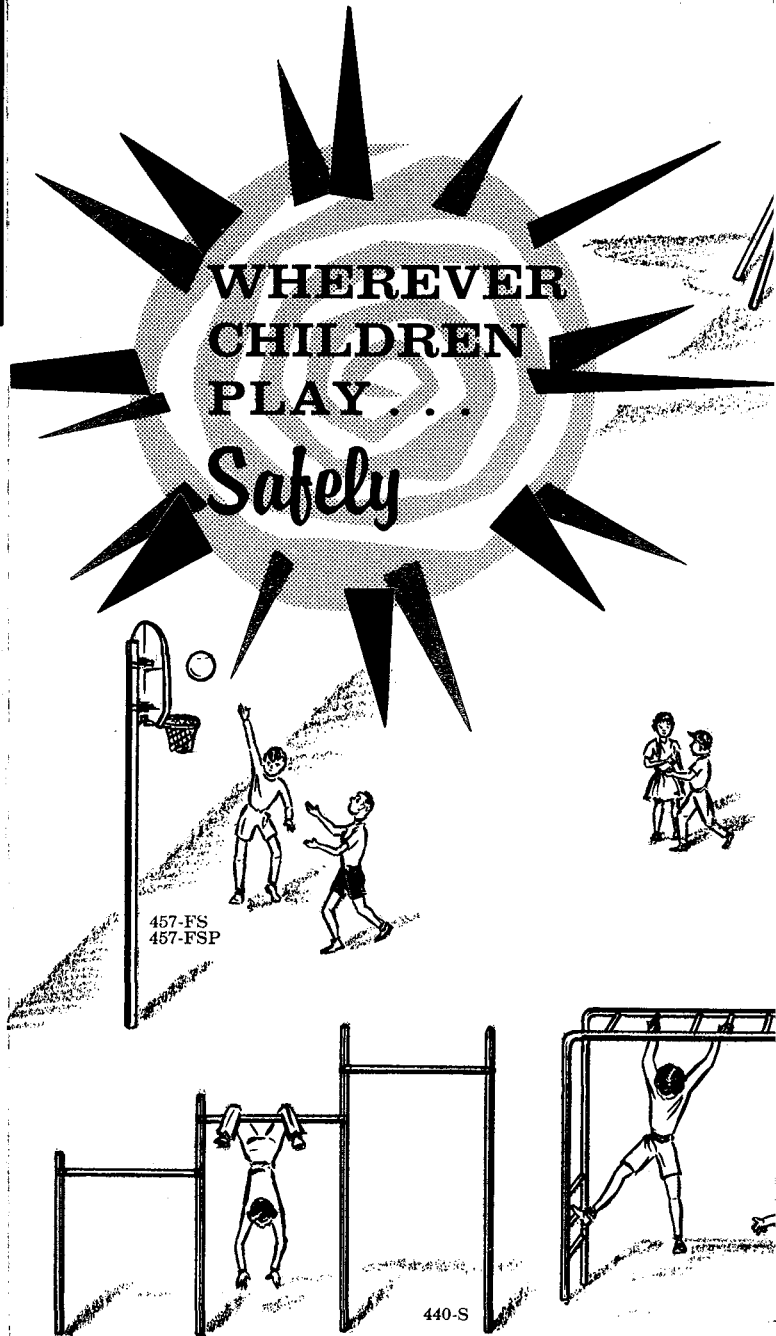
No. 096 For 3" pipe, Galvanized Malleable. \$ 8.40
 No. 258 Sintered Bronze and oil Pendant for 504 and
 504-L Swing Hangers. 1.15
 No. 28 1/2" x 2" pin and cotter key.15
 No. 16A Ball plug for 1 1/4" pipe with socket flange,
 Galvanized Malleable. 2.40
 No. 29 1/2" x 1 1/2" Pin with locking cotter key
 (Check Diameter and length before ordering).15

No. 500-B



No. 500-S

No. 500-B Safety Belt Seat with 2 SS hooks
 Wt. 2 lbs. \$6.00
 No. 500-S Wooden Seat. Made of 5/4" hardwood with a
 special bevel on all four corners for safety.
 Certified Malleable HOT GALVANIZED end fit-
 tings riveted on the seat. Wt. 6 lbs. \$6.00



the RECREAT

Above Suggested Complete
 Accommodates 75 or more children **\$994.00**
 GROUP #700 AS SHOWN . . .

Suggested Group Accommodates 30 Children

Group #701 — #406 Swing, #1016Z
 Slide, #360 Climbing
 Gym, and #440S Tri-
 ple Horizontal Bars. \$

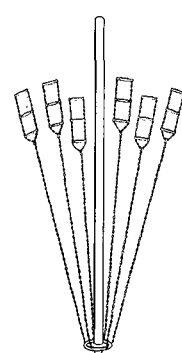
Hot Galvanized structural
 steel pipe in sections which
 telescope into each other 2' and
 are locked together with spe-
 cial compression bushings.
 Halyard chain works smoothly
 through semi-circular groove
 in bronze ball—no pulley to
 rust or become inoperative.
 No. 626 Flag Pole, Height 26',
 Wt. 120 lbs. \$56.00
 No. 631 Flag Pole, Height 31',
 Wt. 175 lbs. \$74.00
 No. 640 Flag Pole, Height 40',
 Wt. 230 lbs. \$110.00

FLAG POLES

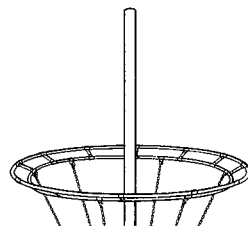
Hot Galvanized structural
 steel pipe in sections which
 telescope into each other 2' and
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 cial compression bushings.
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 No. 626 Flag Pole, Height 26',
 Wt. 120 lbs. \$56.00
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 Wt. 175 lbs. \$74.00
 No. 640 Flag Pole, Height 40',
 Wt. 230 lbs. \$110.00

complete \$50.00 pair

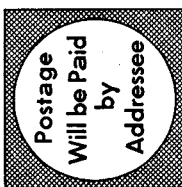
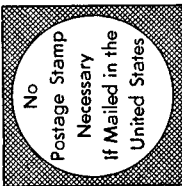
The giant stride combines the thrill of vigorous
 exercise with whirling motion. Such pleasure
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Professional Services Directory

With this issue Recreation Management magazine is pleased to announce the establishment of our Professional Services Directory listing. Due to the Industrial Recreation Director's increasing need for direct contact with professional recreation and facility planners, as well as educational services, this listing is now available. Professional architects, facility planners, consultants and educational service companies who wish to be listed in this monthly directory should contact the R/M National Sales Office in Chicago.

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Miles Carter, at McLean Trucking Company, announces the 1972 National Industrial Recreation Association Tournament and Contest Schedule. Each year NIRA sponsors several national tournaments and contests in order to promote competition and fellowship among NIRA member company employees.

Carter, NIRA Board of Directors, Vice President of Program Services, states that due to the high interest in last years' tournament and contests, this year's participation should be an all-time high. Carter also points out the addition of three new programs, Freshwater Fishing, Photography and the Bulbhome Beautification Program Contest. Prizes this year will range from complete fishing outfits to all expense paid trips depending upon the particular contest. Each coming issue of R/M will contain up-to-date standings and information on the 1972 NIRA Programs.

NIRA Program packets are in the mail now. For information on specific tournaments or contests, contact the appropriate coordinator listed below:



TRAP SHOOTING

Sponsor:
NIRA-Armco Steel Corp.
Coordinator:
Mr. Robert L. Bauer, Armco Association, Middletown, Ohio 45042. (513) 425-3889.

33 FEET PRECISION AIR RIFLE-AIR PISTOL

Sponsor:
NIRA-National Rifle Assn.
Coordinator:
Mr. Edward M. Bruno, 3M Company, 896 East 7th Street, St. Paul, MN 55106. (612) 733-6220.

.22 CALIBER RIFLE & PISTOL

Sponsor:
NIRA-National Rifle Assn.
Coordinator:
Mr. Edward M. Bruno, 3M Company, 896 E. 7th St., St. Paul, MN 55106. (612) 733-6220.

MEN'S BOWLING TOURNAMENTS-REGIONAL & NATIONAL

Sponsor:
NIRA
Coordinator:
Mr. Lawrence E. Luedke, Recreation Manager, Wisconsin Gas Company, 626 E. Wisconsin, Milwaukee, WI 53201. (414) 276-6720.

BULBHOME BEAUTIFICATION PROGRAM & CONTEST

Sponsor:
NIRA-Bulbhome
Coordinator:
Mrs. Lillian Lockenvitz, 2309 East Oakland Ave., Bloomington, IL 61701. (309) 557-7211.

10th ANNUAL DUPLICATE CONTRACT BRIDGE TOURNAMENT

Sponsor:
NIRA
Coordinator:
John MacLean, Ford Motor Company, Bridge Club, Rm. B-60, The American Rd., Dearborn, MI 98121. (313) 322-4155.

WOMEN'S BOWLING TOURNAMENTS-REGIONAL & NATIONAL

Sponsor:
NIRA
Coordinator:
Mr. Lawrence E. Luedke, Recreation Manager, Wisconsin Gas Company, 626 E. Wisconsin, Milwaukee, WI 53201. (414) 276-6720.

MISS NIRA

Sponsor:
NIRA
Coordinator:
Mr. Paul W. Wood, USDA Employee Activities, Room 1066, South, Agriculture Bldg., Washington, D.C. 20250. (202) 388-4603-4.

ACTIVITY PHOTO CONTEST

Sponsor:
NIRA
Coordinator:
Mr. James Moyer, Eastman Kodak Co., KPAA, Rochester, N.Y. 14650. (716) 458-1000.

FRESH WATER FISHING CONTEST

Sponsor:
NIRA-Daisy/Heddon
Coordinator:
Mr. Eugene Miller, 232 West Grand River, Room 1104, Detroit, MI 48226. (313) 393-6631.

REGIONAL GOLF TOURNAMENTS

Sponsor:
NIRA
Coordinator:
Mr. Charles Placek, Motorola, Inc., 8201 E. McDowell Rd., Scottsdale, AZ 85252. (602) 949-2854.

Meet Your Board



William B. DeCarlo

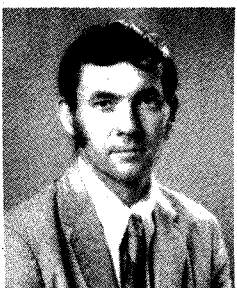


Bill DeCarlo heads NIRA's research and education foundation in addition to his primary duties as recreation director at Xerox Corp. "Our program in physical fitness," he says, "is one of the best in the country, and our fine professional staff is the key to its success." Physical fitness at Xerox is sound management, in Bill's view, since their work combatting and preventing weaknesses toward heart disease is all-important. Bill thinks future programs should set goals in this fight. "NIRA can make a significant contribution to society's

knowledge in this area; it should serve as a clearing house for research information, and use this to "sell" management on fitness programs in general."

John D. Frain

(CIRA)



Jack Frain worked as a high school student on St. Louis playgrounds. He took a degree in education with a liberal seasoning of physical ed courses, and signed on at McDonnell Douglas Corporation. That was 15 years ago. Today he is supervisor of recreation. Jack is proud of the big turnout in his company's sports programs—MDC softball boasts 1600 players. He thinks industrial recreation should bring more members of minority groups into active participation. He now looks to industry to provide more activities for today's increased leisure hours and earlier retirement. NIRA's role in this: "NIRA must be a leader, especially in disseminating information. In the past NIRA has had a tendency to sit back and wait for requests for activities and information. The association must learn to act, not react."

L. E. Luedke

(CIRA)



L. E. (Paddy) Luedke, Wisconsin Gas Company, enjoys what he's doing. Forced to drop out of high school his sophomore year, he managed to graduate and complete two years of college by attending night school. A founder of his company's recreation program, Paddy has been manager of recreation and employee welfare services for 15 years. Past president and board member of Milwaukee's Industrial Recreation Council, he is especially proud of his work with company retirees. Thanks to him, Wisconsin Gas holds four

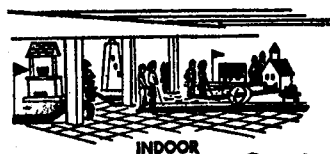
receptions per year for currently retiring employees. Paddy sees NIRA's role in the future of industrial recreation as "a strong counseling point", sponsoring things like mailographic tours to involve people throughout the entire country.

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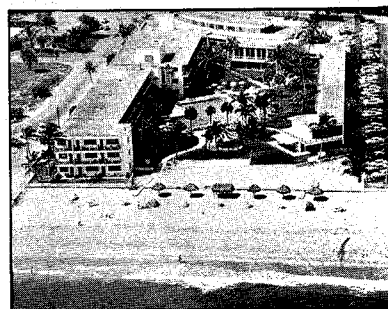
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Camping is Catching

*Now is the time to
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company's outdoors programs*



By Ed M. Andrews
Assistant Director
American Camping Association

Camping is currently growing and diversifying at a more rapid rate than any other form of recreation.

What started as the life style of our country's forefathers and became a youth training ground in the first half of the century, has now become an avocation for millions of families and a vehicle for 'alternative education'.

More people are taking to the trail with a pack on their back. More people are spending more

weeks in organized camps with sophisticated programs of an educational as well as recreational nature. More people are taking to the highway for weeks and weekends with gear galore.

In the midst of it all is one central theme — recreation.

People are searching to recreate that magic formula of the human equation which allows us to live in peace and harmony with ourselves and our fellow man.

Purest form of recreation

Those of us who pursue the higher values, the true nature of 'recreation', are facing greater difficulty today than ever before in our efforts to create an environment of mental, spiritual and physical stimulation, growth and refreshment.

The headlong rush toward faster, 'better', more grandiose services and implements of modern society causes a critical lack of stability in human relationships and personal adjustments as well as a state of mental frustration and physical depreciation.

Even our recreation programs sometime heighten the social frustration level through fierce competition, highly structured schedules and on occasional over-emphasis upon achieve-

ment rather than participation as the goal.

The most effective way to restore the 'human equation', to make peace with ourselves and with others and to adjust to one's hectic environment, is to get away from the total scene.

Camping offers the opportunity to establish a totally new relationship both in physical surroundings and interpersonal relationships. A well thought-out camping program can also offer the broadest of educational functions to give both children and adults a better understanding of the natural environment and thus a more comprehensive awareness of the relationship of man with his land.

Research is rapidly establishing the long term benefits of camping in personal growth, family stability, learning ability and interpersonal relationships all of which contribute to a better community and to more stable and effective workers.

Camping opportunities

Nearly 20 percent of the 10,000 organized camps in America are day camps which offer a program of supervised outdoor recreation and education. Day camps can operate on established park or playground



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	Haig Ultra 4W., 1,3,4,5, Lite Steel, Reg. or Stiff	135.00	103.80	
	Haig Ultra 9I., 2-9&W, Lite Steel, Reg. or Stiff	225.00	171.60	
	Wilson X31 4W., 1,3,4,5. Lite Steel, Reg. or Stiff	155.00	121.00	
	Wilson X31 9I., 2-9&W. Lite Steel, Reg. or Stiff	242.00	179.00	
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	Wilson Staff 9I. 2-9&W. Lite Steel, Reg. or Stiff	225.00	171.60	
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	Spalding Elite 9I. 2-9&W, Lite Steel, Reg. or Stiff	242.00	179.00	
	Spalding Executive 4W., 1,3,4,5	135.00	98.00	
	Spalding Executive 9I. 3-9&PW	194.00	149.00	
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	MacGregor MT's 9I. 2-9&W, Lite Steel, Reg. or Stiff	200.00	158.50	
	Powerbilt Citation 4W. 1,3,4,5, Lite Steel	121.00	91.00	
	Powerbilt Citation 9I. Lite Steel	225.00	171.50	
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SPRING – SUMMER

Equipment and Activities

PLANNING GUIDE

Listed below are specific areas of Warm Weather Activities, equipment and related services. Check off by letter and number, areas of interest on the coupon and mail to R/M. You will then receive information outlining what types of materials are available and where to get them.

GENERAL EQUIPMENT

ATHLETIC CLOTHING (A)

1. gym suits
2. parkas
3. shorts
4. socks
5. stockings
6. award sweaters
7. sweat shirts and suits
8. T-shirts
9. trunks
10. shoes

OFFICIATING (B)

1. starter's guns
2. stop watches
3. scoreboards

ADMINISTRATION (C)

1. lettering
2. emblem
3. embroidery
4. trophies
5. awards
6. novelties

HYGIENE (D)

1. massage tables
2. mobile bath carts
3. mouth fresheners
4. steam room gear
5. towels
6. whirlpool baths

TRAINING GEAR (E)

1. trainers' supplies
2. foods
3. kits

PLAYGROUND EQUIPMENT (F)

1. swings
2. slides
3. merry-go-rounds
4. climbing gyms
5. teeter-totters
6. rides
7. other

PARK & ATHLETIC FIELD EQUIPMENT (G)

1. benches
2. tables
3. fountains
4. toilet facilities
5. grills
6. outdoor lighting
7. bleachers
8. field goals
9. walkway and court surfaces
10. marking equipment
11. sound systems
12. power equipment

SPECIFIC ACTIVITIES

ARCHERY (H)

1. sets
2. arrows
3. arrow components
4. automatic lane gear
5. backstop netting
6. bows
7. crossbows and bolts
8. leather accessories
9. racks
10. scoring equipment
11. sights
12. targets

BASEBALL (I)

1. backstops
2. cages and nets
3. balls
4. bats
5. bases
6. caps
7. chest protectors
8. cleats
9. gloves and mitts
10. helmets
11. masks
12. mounds
13. pads and guards
14. resin bags
15. score books
16. stockings
17. uniforms

BOATING (J)

1. fishing boats
2. speed boats
3. sail boats
4. houseboats
5. rubber boats
6. boat motors
7. life jackets
8. boating accessories

CAMPING-HIKING (K)

1. tents
2. packs
3. sleeping bags
4. cooking-utensils and equipment
5. cutting tools
6. first aid kits
7. compasses
8. motor coaches
9. campground information

FIELD HOCKEY (L)

1. balls
2. goals
3. nets
4. cages
5. leg guards
6. shoes
7. sticks
8. uniforms

FISHING (M)

1. rods-poles
2. reels
3. flies and lures
4. lines-casting and fly
5. tackle boxes
6. general equipment i.e.: hooks, sinkers, strainers, etc.

GOLF (N)

1. bag covers
2. bags
3. distance-adding ball coating
4. ball holders
5. ball markers
6. ball retrievers
7. balls
8. ball washers
9. practice cages
10. caps and hats
11. carts
12. clubs
13. club carriers
14. miniature golf supplies



SPRING AND SUMMER PLANNING GUIDE

Yes, I am interested in those tips checked below. Please send me complete information about them.

ITEM(S) _____
(specify by letter and number)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

LAWN GAMES (O)

1. badminton
2. croquet
3. fieldball
4. horseshoes
5. lawn tennis
6. tetherball
7. volleyball

SOFTBALL (R)

1. balls
2. bases
3. bats
4. gloves
5. masks
6. batting tees
7. sportswear
8. uniforms

TENNIS (T)

1. court backstops
2. balls
3. binding
4. net cables
5. tennis clothes
6. court markers
7. nets
8. net posts
9. presses
10. racket covers
11. racket frames
12. racket grips
13. rackets
14. racket stringing equipment
15. serving machines
16. net counter straps
17. strings

**WATER SKIING,
SURFING (V)**

1. aquaplanes
2. belts
3. bindings
4. bongo boards
5. bridles
6. car racks
7. clothing
8. helmets
9. ski rope retrievers
10. skis
11. ski sleds
12. spray attachments
13. surf boards
14. tow ropes and bars
15. wake boards
16. water shoes
17. water toboggans

**PICNIC
EQUIPMENT (P)**

1. barbeque sets
2. baskets
3. dishes
4. eating utensils
5. fire lighters and starters
6. grills
7. insulated vacuum bottles
8. boxes and jugs
9. picnic kits
10. refrigerants

**SWIMMING
AND BEACH (S)**

1. beach balls
2. bathing caps
3. cabanas
4. chairs and backrests
5. clothing
6. cots
7. cushions
8. diving boards
9. ear plugs and ear drum protectors
10. floats and accessories
11. swim goggles
12. life buoys
13. life saving devices
14. mats
15. nose clips
16. pool covers
17. above ground pools
18. sandals
19. water slides
20. swimming boards
21. swim suits
22. training equipment
23. umbrellas
24. water bicycles

**TRACK AND
FIELD (U)**

1. cross bars
2. discus
3. hammers
4. hurdles
5. javelins
6. landing pits
7. relay batons
8. shoes
9. spikes
10. shot puts
11. jumping and vaulting standards and boxes
12. starting blocks
13. track drags
14. uniforms
15. conditioning suits and equipment

WATER POLO (W)

1. water balls
2. belts
3. bladders
4. caps
5. goals

SHOOTING (Q)

1. rifles, pistols and guns
2. range equipment
3. ammunition
4. targets - indoor/outdoor
5. jackets
6. trap and skeet equipment
7. scopes
8. cleaning kits

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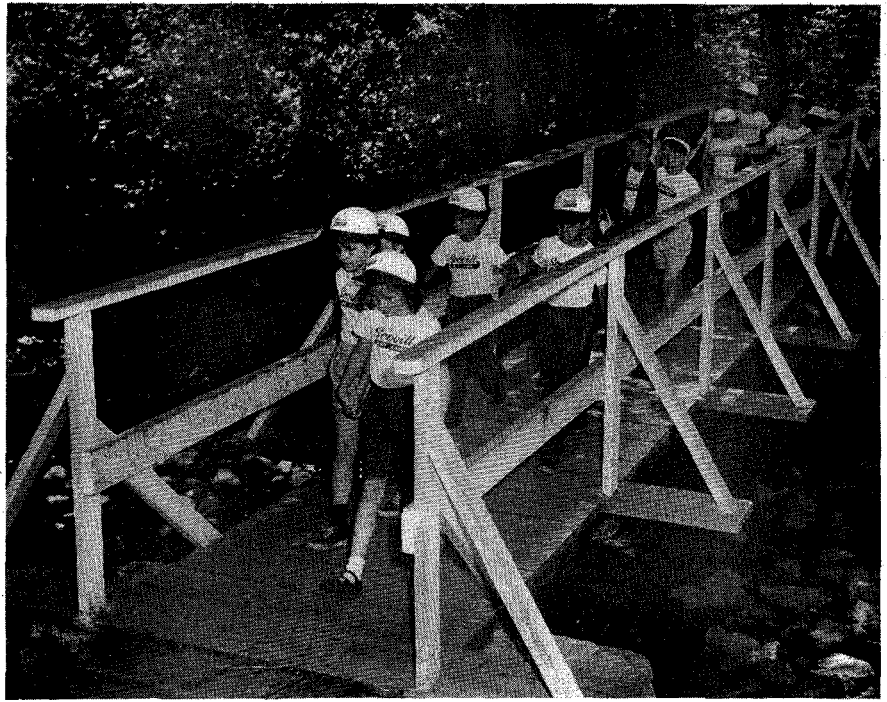
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16. Plymouth Golf Ball Co.
17. Recreation Equipment Corporation
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These Scovill Manufacturing Co. employee children and grandchildren enjoy a nine-week camping experience, 8 a.m. to 5 p.m. daily.

facilities with a minimum of investment and administration.

Normally day camps serve younger children who are not yet prepared to leave home overnight. However, the day camp idea is rapidly gaining favor as an effective program for senior citizens.

Among the NIRA membership, day camps are now operated by Flick-Reedy Corp., State Farm Insurance Cos. and Scovill Mfg. Co. among others.

Resident camps offer a twenty-four-hour experience for one to eight weeks that can include a wide variety of activity of either a general recreational or educational nature or can be specialized to the point of offering concentrated training or experience-learning in a single subject. A resident camp facility can provide any combination of experiences. Some examples are a sports camp, sailing camp, golf camp, aquatic camp, ecology conservation courses and craft workshops.

Goodyear Tire & Rubber Co., S. C. Johnson & Son, Inc., Texas Instruments, Inc. and National Cash Register Co. are some companies having camps of this type.

If the facility is properly planned and constructed it can benefit the overall recreation program of the industry on a

year-round basis by providing a site for weekend social events and conferences as well as special vacation and long-term programs.

Sites and facilities for families with and without their own equipment or recreational vehicles are being offered by more recreation programs each year.

With the growth of school camping and outdoor education programs an ever-increasing number of communities are looking for facilities that can adequately serve as year-round camping centers for our young people.

Establishing a program

The first step in establishing a camping program is to develop a master plan. Such a plan should include the goals and objectives, a program and activity analysis and the staff and facilities required to serve same.

There are professional consultants who can assist a local task committee made up of your board and staff personnel in developing a master plan.

If you have a camping program, it should be regularly evaluated to determine its effectiveness as well as its potential for expansion.

A careful study of other in-

dustrial recreation camping operations would be one way of gaining much experience in a short time.

Financing can be subsidized, partially subsidized or amortized through fees and rentals on a long-term basis. Establishing a sound fiscal policy is essential.

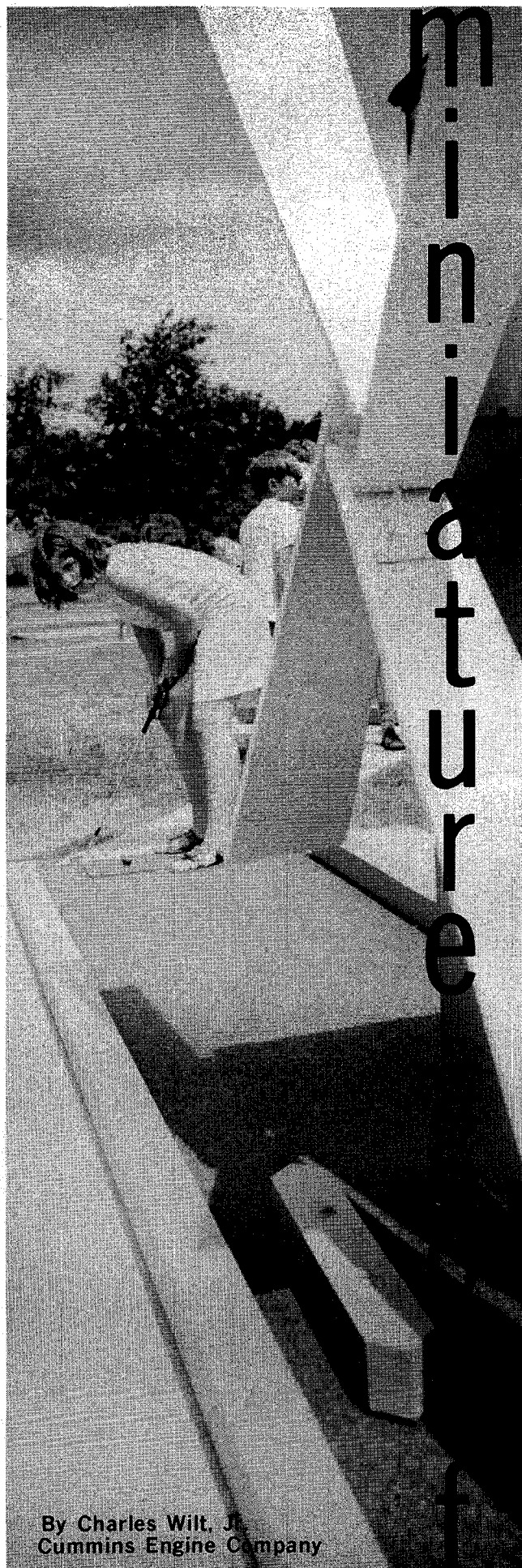
A staff assignment to give leadership to the program should be made on the basis of experience, ability and interest.

Do not overlook the public relations aspect of such a program made available to the community as well as employees. A carefully developed facility should be used to its fullest capacity which would normally mean reaching out to draw in programs and providing special activities on a limited basis to other community organizations.

Assistance is available through the literature, training courses, workshops and seminars and the standards program of the American Camping Association, Martinsville, Indiana 46151.

The multiple values of a comprehensive camping operation to a broad-based recreation program in industry are many if it is carefully integrated into the total recreation needs of the employees and the industry's desire to improve the quality of life in the community.

Try it — you'll like it! ■



By Charles Wilt, Jr.
Cummins Engine Company

of course!

On any pleasant weekend from April through September, one of the busiest spots for Cummins Engine Company families is the new miniature golf course at Ceraland.

Ceraland Park is the 353-acre park operated by the Cummins Employees Recreation Association (CERA). CERA operates a year-round recreation program for the 9,000 employees and their families of Cummins in Columbus, Indiana. Ceraland is where most of the program's 45 different activities take place.

In the spring of 1970, a commercially-run putt-putt course in the city had just gone out of business. With this in mind, and after consulting the recreation directors at National Cash Register and Armco Steel (where miniature golf courses were already in operation), CERA felt a course within its own park facility would do well in its place.

Since Ceraland began operation in 1964, the goal of the CERA Board of Directors has been to provide park and recreation facilities that could be used by everyone in the family. Up to this point, the park included a campground and picnic area, swimming pool, softball fields, rifle and trap ranges, go-cart track and trail and pony riding facilities.

Bob Simmons, a golf course consultant from Kokomo, Indiana, was hired by the board to design and follow-up on the construction of the new course. Other professionals, such as Lomma Enterprises, were consulted for ideas.

Construction of the course was an exciting adventure. Ceraland frequenters watched with interest as the unique 18-hole course took form. Located near the main entrance of the park, the course was built at a cost of \$18,000 on three specially-laid concrete terrain levels with slopes, cramps and steps gracefully integrated into the design. Turf for the course was sub-contracted.

Perhaps most unique was the use of Cummins-related products in the course design. Hole No. 2 features four pistons as obstacles; hole No. 18 has an authentic Cummins diesel engine with the ball landing in one of the six cylinder holes for a free game. The entire course sparkles with bright colors and large plywood animal cutouts.

In June of 1970, the Ceraland miniature golf course began operation. Employee response was recorded at 25,000. 1971 saw even greater participation as the course was lighted to extend the hours of play.

Miniature golf has become the second most-popular single activity offered by CERA. Only swimming ranks higher in total participation. People from 3 to 70 participate, due to the fact that it is a game simple enough to be enjoyed by children, yet challenging enough for adults, too.

Finally, we have found miniature golf is also a good source of revenue. Our course—with a 25c-per-game control fee—is the only facility in our park to show a profit after all operating costs are covered. Staff for the course consists of two people working a split-shift, full-time in the summer. ■

Are you consistent in choosing and ordering uniforms?
Does this consistency lie in your annual confusion over
what really are the most important criteria to follow?
Do you go from year to year with team members' whims
and a friend's recommendations to guide you?

"Trial-and-error uniform buying?"

Buying uniforms and other apparel doesn't have to be all that confusing. Here are some hints from the pros—the people who manufacture and market the uniforms as well as some recreation directors who seem to have a system that works for them.

Design and material

Design must be practical, while the material must be thoroughly serviceable. You should be skeptical of dressed-up items where basic design and playability would be sacrificed for eye appeal. Many times the extras serve no functional purpose.

Without technical assistance and considerable experience, the material standard is the most difficult to analyze.

According to the Athletic Goods Manufacturers Association, you should be somewhat adventurous in selecting material: "It's hard to keep up with all the new synthetics. While you may be satisfied with a material previously used, however, you cannot afford to disregard a new product since it is likely to represent an improvement over an older fabric.

"Keep records on service obtained from various fabrics and new items you buy, also note results of in-use field testing."

Naturally, different sports will require different types of material and you should not be afraid to shop around for each, unless there are minimum buying quotas.

An intelligent way to decide on an untried fabric or method of construction is through a series

of manufacturer bids.

Mel Byers of Owens-Illinois tells of their procedure: "We know what we want and send a swatch of the same weight and fabric to four manufacturers. Take an old uniform and cut it up if that is what you want to use again.

"It's a good idea to get a tailor," he confides, "or even just someone in the organization who 'knows' clothes to help you with the bids. You can order specifications of fabric composition according to what each activity requires."

At Owens-Illinois the bidding committee is in part chosen by recreation club members, although the director and an outside purchasing agent have their say, too.

Byers emphasizes that the director must inevitably take most of the responsibility for such choices, since he can take care of continuity and is in a better position than any group or committee in regards to overseeing the purchase for a long period of time.

How much of a voice should the team members themselves have in choice of criteria such as color, style and insignia?

Gary McCormick of the Salt River Project says, "We usually leave these factors up to the players, although their choice is within a range we suggest and follows certain of our standards."

"We just oversee quality," says Joe Schrank, E. I. duPont de Nemours & Co. "The teams usually come up with ideas on style, color and even company."

"We let them shop around and choose what they like, then we investigate. If we think they'll get taken, we just don't give them

the money for it," he adds.

Utility and cost of maintenance

Everyone generally agrees that when you are considering utility and cost of maintenance on a new piece of equipment, you should check these things:

1) Are there frills on the uniform or equipment, making it difficult to maintain?

2) Will the uniform clean up quickly and easily?

3) Does the equipment need to be repaired and reconditioned after normal use?

4) Is the equipment or uniform too costly to maintain for effective use?

Most companies take on the bulk of maintenance expense on the uniforms they buy. Some of the cost must then be passed on to the wearer.

Mel Byers says, "We now charge employees for part of the cost, and he is further responsible for its upkeep. We charge a deposit—from \$3 to \$10—on each uniform. Upon returning it to us in what we call 'receivable condition', he gets the deposit back, all or in part. Once they buy it, they seem to take better care of it."

Replacement on uniforms at Owens-Illinois is made only on rips or tears of the garment not on the employee's own rugged use. New employees in a program for the first time usually keep a uniform for three years, the budgeting period.

Maintenance is also partly the responsibility of the employee at E. I. du Pont. "The employee must 'buy'—or at least contribute to the cost to some degree—his own uniform. This is primarily in sports like softball,

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IT TAKES A LITTLE MORE
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where there is variability in size, etc. The company would then supply bats and balls. Barring damage, the employee would then be responsible for his uniform indefinitely," according to Joe Schrank.

Gary McCormick makes a distinction between buying for regular league or tournament uniforms.

"If he is in a league, we will have him take care of it after we buy it. In tournaments, however, we maintain the uniforms."

In ordering sizes for team sport uniforms, look at both sides of the coin. If the uniforms are to be worn by children or adolescents, it is wisest to go with standardized sizes. Doing this for the entire team is more efficient than individual fittings because team members will grow rapidly in a short period of time. Standard sizes, recommended by the manufacturer, will meet 95 percent of your needs. Special orders are usually more expensive and cannot be exchanged.

Mel Byers notes that an often overlooked factor of the cost of maintenance is in durability due to proper tailoring. He adds that you should also check dyes of the articles for laundering standards.

A major choice in uniform buying is whether to buy on a yearly or long-term—usually three-year—basis.

Gary McCormick advises taking durability limits specified by the manufacturer with a grain of salt.

"A so-called one-year-life most often means ten months for me; a team in a tournament competition would need a three-year-life uniform for the basic season."

Most larger companies have a budget for uniforms under each activity. E. I. du Pont now operates under a year-to-year budget for each sport, and purchases are made whenever necessary. For instance, in men's softball, the setup is switching from an intramural league to three individual teams. Each team will need new uniforms and that expense is a factor this year, but next year that expense will be for something else.

The uniform budgeting system at Owens-Illinois is a bit more structured. Mel Byers suggests the system would work very well for a company that finds it difficult to come up with a large chunk of money for uniforms at

once.

Instead of paying for uniforms all in one lump sum, they have a 'uniform contingency program' running over a three-year period. Every year each activity's uniform needs are prorated. If \$1,000 is the cost, the first year they set aside one-third of that (about \$330) from the budget. The next year they set aside another third. The third (final) year the uniforms are paid for. This is the year they buy.

The general rule is to budget for some replacements each year even though you start with a new set of equipment at the start of the season.

Quality vs. price

The topic of budgeting is inevitably related to the topic of price, and the question, "Just how much should I pay for quality goods?"

Everyone will agree that there is no substitute for quality and the buyer should demand quality consistently in his purchase, no matter what material or price.

The sensible buyer relies heavily on the knowledge and integrity of the dealer in determining quality. He considers the relationship between price ranges and quality. Most manufacturers advise buyers to determine the quality desired first, and then attack the problem of what you should pay for it.

Regardless of design and material, an item lacks quality if it is not expertly manufactured. It is the wise buyer who occasionally purchases a single item from a quantity which he later intends to buy. He then compares the item with what he is presently using. Results obtained in this manner should supplement the additional research and experienced opinions of buyers, salesmen and manufacturers.

"If you shop by price only, you are likely to get hurt," says Mel Byers. "Look for the best quality at a low price."

"Price sometimes determines quality, so we buy on both bases," adds Gary McCormick.

Price is usually the last thing to consider (or should be). Although high price does not always mean high quality, in athletic equipment this is quite likely to be true. Don't take chances with untested low-cost equipment, and never buy

equipment on the factor of price alone.

This somewhat wry look at the quality vs. price question is offered by Tom De Wan, president of U.S. Apparel Corp.:

"For every clothing need there is an optimum quality price range. The old saying, 'You get what you pay for', certainly applies to garment purchasing. However (for the sake of getting the most for your budget dollars), why pay for quality that you don't need?

When selecting garments, approach the matter as you would when selecting supplies or equipment. Decide what you want from the garment, for dependability, comfort, appearance and life. Then demand honest representation of products from potential vendors, to arrive at your selection. Let's consider some instances: a 50c plastic raincoat is just fine for cloudburst emergencies, but you wouldn't buy it for the football team! A \$3 tee shirt is very good, but what need would justify its expense? Who really enjoys

wearing a \$5 golf jacket with only one pocket and sleeves that are too short? What good is that flashy uniform when the seams come apart in the 3rd inning? Or it fades and shrinks in the first cleaning? Why buy a \$60 sport coat for the members of your club when they're attending only two conventions this year, and a \$40 one would do the job beautifully?

You can be deceiving yourself by thinking you can get Cadillac quality for the price of a VW. Don't be afraid of spending extra dollars on clothing if the application demands the quality. Getting the 'cheapest' price is a lot different than getting your 'money's worth'."

Source of supply

These variable standards of quality must be solidly backed by proven reputation for sound business policies, and that's something which can only be obtained by dealing with reputable salesmen and dealers.

How can you know which are the 'reputable' ones? Experience. Ask the advice of others you know who have had good luck with their uniform purchases and service.

A reputable dealer will show samples on request. He will show you a variety of items from which to make a selection. He will service his product.

Mel Byers admits that sometimes you may be just paying for the 'name'. He suggests obtaining bids from everyone, getting additional information from each on how they are able to meet their supply deadlines, and so forth.

Another aid in choosing your source of supply is by relying on fellow NIRA members as either suppliers or leads to suppliers.

"We should work out a purchase agreement setup within NIRA," says Gary McCormick. "We could encourage members to buy from each other, on the basis that this type of relationship would be more trustworthy."

A good rule here, as in any of the other bases for uniform ordering, is sensible deliberated judgment. Don't make snap decisions in any area so basic to the success of your team programs. ■

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Gun clubs have

By Phil J. Kelly
Firearms Consultant

Say "gun range" or "gun club" to most people, and they will immediately conjure up the vision of a dark basement, poorly ventilated and lighted, and populated by hairy-chested types who make incredibly loud noises simply to punch holes in a piece of paper.

Unfortunately, this very situation can, and does, exist in some of our recreational gun clubs. Many, many more are utilized to a very limited degree. The problems here—correcting that image and developing gun club programs for the whole family—are universal to us all.

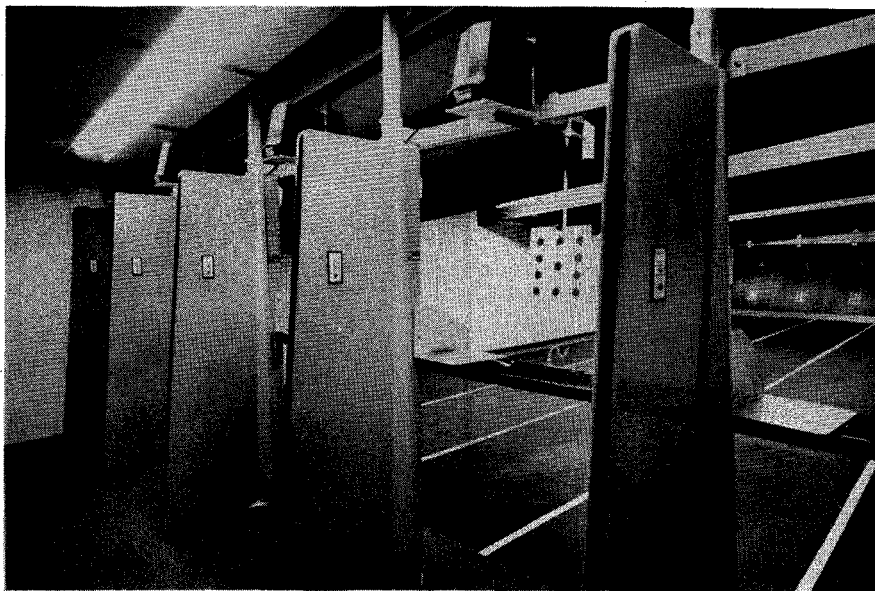
I would like to devote this article to pointing out the present situation in industrial recreational gun clubs, describing some attitudes on the subject that are now antiquated and then revealing some new concepts, new equipment and new ways of using your present facilities.

Let us consider existing gun ranges from the standpoints of safety, lighting and noise attenuation.

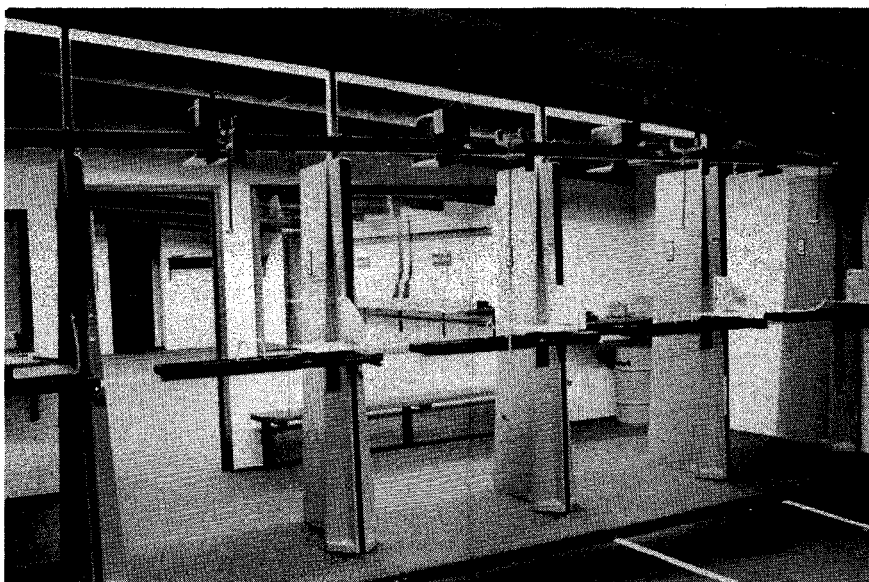
Most of these clubs were designed by shooters and enthusiastically constructed by them, but without any great degree of knowledge as to safety requirements, lighting, ventilation or sound suppression. Some of these subjects have long been shrouded in mystery, but such information is now widely available from the National Rifle Association, manufacturers of shooting equipment and from various consultants in acoustics, heating, ventilation and lighting.

The national upsurge in recreational and leisure-time facilities over the past decade has given added impetus to the sales organizations of range equipment suppliers. This has resulted in the design and manufacture of equipment which might otherwise have stayed on the drawing boards.

Today's shooting range can be



The typical recreational shooting range is clean and pleasant. Modern range equipment provides efficient operation with greater overall safety than most sports.



Ample spectator area is desirable. This is separated from the firing line by large double glazed windows and usually serves as a meeting or lounge area.

whole-family potential

equipped with all the modern components of shooting range design: a properly engineered bullet trap; proper lighting for good shooting; proper air handling systems to eliminate any toxic or objectionable odors; and proper sound suppression, which will allow the facility much more flexibility for sound-treated spectator areas and for lecture or instructional use. The time and labor saved by these innovations result in a facility that can be used by many more people as a modern, clean, well-ventilated and lighted place to conduct shooting recreation.

These new concepts and approaches to recreational shooting make this equipment available at a surprisingly low cost. As pressure increases to provide more and better shooting facilities, more and more organizations, communities and individuals are turning to recognized sources of information. These professionals will assist not only in design and construction, but also in the maximum use of the facility. Range equipment can now be purchased in a wide range of complexities, from the simple hand-operated carriers to the beautiful electronically-controlled models.

Now you are probably asking yourself, "What can I do with my present budget and my present facility?"

During my years as an industrial gun club manager, I faced this same question. If I could triple the use of the facility with the same fixed operating costs, I would cut my cost-per-member by two-thirds. Triple the use? Easy to say; hard to do? Not at all.

The multiple-use program our gun club developed included innovative activities like these:

- special ladies' shooting days, with lectures and demonstrations on firearm safety in the home;

- family turkey shoots, featuring free donuts and cider and luck targets that gave kids, moms and even grandparents an equal chance to win;

- special hunter safety training courses for youngsters about to get their license.

Through these programs we more than tripled our club's activity and more than doubled our membership. This was all accomplished using our 30-year-old range and equipment.

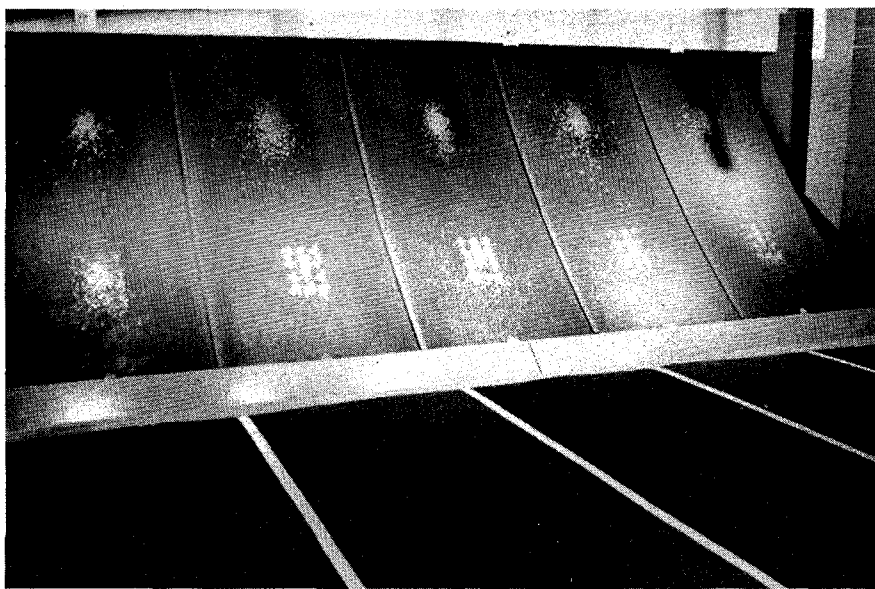
The success of a program using a gun club as a multi-use family

recreation center is accomplished ideally through the following:

- (1) designing and building a completely and professionally planned recreational shooting facility,

- (2) updating your present facility with new ideas and equipment and, most important,

- (3) thinking in terms of your gun club as a family-use facility and planning programs based on the premise that it is an educational source for all members of the family. ■

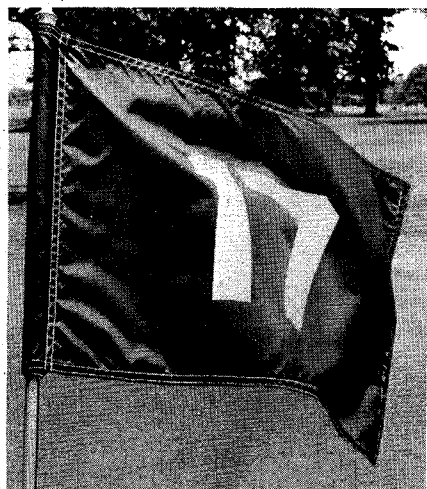


By far the most important element in any range is the bullet trap. Commercially available bullet traps cost less than on-the-job fabrication, are much safer and recover clean lead which is an important cost consideration.

Photos courtesy Edina, Minn. Park and Recreation program and Caswell Equipment Company, Inc.

PHIL KELLY spent ten years as manager of the 1000-member gun club at Detroit Edison. He has been past president of the Michigan Rifle and Pistol Association and the Detroit Metropolitan Pistol Association. He is currently a consultant in security, range design, firearms training and public relations.

new products



Sturdier golf flags

These new golf flags and accompanying poles stay straight on the windiest days. Flags come plain or numbered, in 14" x 20" fade-resistant, non-shrinking cotton or heavy denier nylon double-stitched onto integral full-length plastic swivel for neater appearance.

The pole is translucent yellow fiberglass with 24" fluorescent fire-orange bottom stripe. Hardware features include the epoxied stainless steel cap with integral anchor screw, and nylon washers and acorn anchor nut for frictionless swiveling as well as vandal/theft protection.

For further information, contact: Will Oiler, Sales Manager, Container Development Corp., 0932 Montgomery St., Watertown, Wisconsin 53094.

New powder lubricant

Scientific Lubricants Co., has

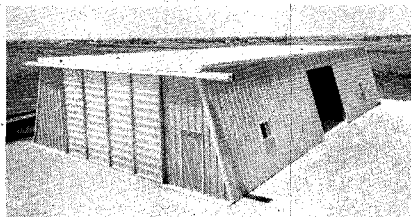
recently developed a new dry white powder lubricant for hunters, shooters, re-loaders and fishermen.

"Motor Mica GG" performs where other lubricants leave off. It works where boundary lubrication problems arise, where oil and grease-type lubricants fail to keep moving surfaces from sticking, heating up and possibly causing slowed up actions and misfires.

For skeet and trap shooters involved with shotshell reloading by prior coating the raw shot with the product, the charge will go down the barrel smoothly and leave the bore shining.

For fishermen, Motor Mica GG offers insured lubrication performance for spinning, fly casting and regular conventional reels. Motor Mica GG boasts an extreme low friction co-efficient.

For free product sample, plus data, write: Scientific Lubricants Co., 3753 W. Lawrence Ave., Chicago, Illinois 60625.



New building system

A new low-cost, rapid delivery metal building system for planning and constructing sporting and recreational facilities has been devised by Star Manufacturing Co.

The Econostor can be erected and in use in a matter of weeks

from date of order.

With approximately 50 structural components, it can be set up by an untrained crew of five with no special construction equipment.

The Econostor's efficient structural design permits clear-spans, a small number of parts and efficient erection at low cost, making it adaptable to a wide variety of space requirements.

The low-profile, rigid-framed structure gives a virtually flatroof appearance. Standard configurations are 40' x 72' or 48' x 72', with 24' add-on bays available.

The building comes with either galvanized or factory-bonded color roof and wall panels.

For a brochure, write for "This is the Econostor", Dept. E-8047C, Star Manufacturing Co., P.O. Box 94910, Oklahoma City, Oklahoma 73109.



Plastic frame backpack

The first all-plastic framed backpack has been introduced by Sportcaster Co.

The unique plastic design provides increased comfort due to flexibility. The pack frame is unconditionally guaranteed for extra durability over aluminum framing. The crossbar is adjustable, as are shoulder straps, cushioned back pads and the full-circle, load-adjusting padded waist belt with exclusive quick-release safety buckle.

Sportcaster packs are treated with 3M Scotchgard Fabric Protector. A regular waterproof coating inside the heavy-duty nylon shell protects supplies from wetness.

Packs are 7" x 14" x 21" and weigh approximately four lbs.

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Men's Woods and Irons



LOUISVILLE SLUGGER WOOD CLUBS—MEN'S

Lite-Steel Shaft — Black Finish

Model 90 (Leather Grip) RIGHT-HAND ONLY

Available in Nos. 1,2,3,4,5 in any combination.

Set of 5 Model 90 (1,2,3,4,5)

Set of 4 Model 90 (1,2,3,4 or 1,3,4,5)

Set of 3 Model 90 (1,2,3 or 1,3,4)

Individual Model 90

HEAD — Perma-Lustre Tufwood laminated wood in lustrous black finish with black, red and white Propellac face insert.

SHAFT — Dual-Action SUPER ATLAS Lite-Steel chrome — standard flex.

GRIP — Black leather with Red spiral and gold embossing.

STIFF SHAFT LEFT-HAND (longer shaft and oversize grip) Model 90
Wood available in 44" length stiff SUPER ATLAS Lite-Steel chrome shaft. Leather grip only slightly larger than standard size. Order Model 9040LH, no extra charge. **LEFT-HAND only.**

LOUISVILLE SLUGGER IRON CLUBS—MEN'S

Lite-Steel Shaft — Levelume-Plated Head

Model 95 (Leather Grip) RIGHT-HAND ONLY

Available in Nos. 1 thru 9, Pitching Iron, Sand Wedge in any combination.

Set of 9 Model 95 (2,3,4,5,6,7,8,9,SW)

Set of 8 Model 95 (2,3,4,5,6,7,8,9)

Individual Model 95

(1,2,3,4,5,6,7,8,9, Pitching Iron, Sand Wedge)

HEAD — Levelume-plated, deep design, boxed toe, oval back.

SHAFT — Dual-Action SUPER ATLAS Lite-Steel chrome — standard flex.

GRIP — Black leather with Red spiral and gold embossing.

STIFF SHAFT LEFT-HAND (longer shaft and oversize grip) Model 95
available in 39½" length with SUPER ATLAS Lite-Steel chrome shaft. Leather grip only slightly larger than standard size. Order Model 95LLH, no extra charge. **LEFT-HAND only. No. 1 iron not available.**

MILLER BARBER SIGNATURE WOOD CLUBS — MEN'S **Life-Steel Shaft — Walnut Finish**

Model 270R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 1,2,3,4,5 in any combination.

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Set of 4 Model 270R (1,2,3,4 or 1,3,4,5)

Set of 3 Model 270R (1,2,3 or 1,3,4)

Individual Model 270R

HEAD — Laminated Tufwood in rich walnut finish.

SHAFT — Atlas Lite-Steel Shaft — standard flex.

GRIP — Black chevron rubber, gold indentations, RIB GUIDE feature.

LEFT-HAND — Order Model 270RLH.

MILLER BARBER SIGNATURE IRON CLUBS — MEN'S **Life-Steel Shaft**

Model 275R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 2 thru 9, Pitching Iron, Sand Wedge and Putter.

Set of 9 Model 275R (2,3,4,5,6,7,8,9,Putter)

Set of 8 Model 275R (2,3,4,5,6,7,8,9)

Set of 5 Model 275R (3,5,7,9,Putter)

Individual Model 275R

(2,3,4,5,6,7,8,9, Pitching Iron, Sand Wedge, Putter)

HEAD — Levelume-plated with flange back.

SHAFT — Atlas Lite-Steel Shaft — standard flex.

GRIP — Black chevron rubber, gold indentations, RIB GUIDE feature.

LEFT-HAND — Order Model 275RLH.

SANDRA PALMER ALUMINA-FLITE WOODS — LADIES'

Ladies' Model 60R (Rubber Grip) RIGHT-HAND ONLY

Available in Nos. 1,2,3,4,5 in any combination.

Set of 5 Model 60R (1,2,3,4,5)

Set of 4 Model 60R (1,2,3,4 or 1,3,4,5)

Set of 3 Model 60R (1,2,3 or 1,3,4)

Individual Model 60R

HEAD — Perma-Lustre Tufwood laminated wood in dark blue finish with blue, white and red Propellac face insert.

SHAFT — Ladies' flex ALUMINA-FLITE aluminum.

GRIP — H&B's exclusive Chevron black rubber with blue paint and gold center stripe. RIB-GUIDE feature.

SANDRA PALMER ALUMINA-FLITE IRONS — LADIES'

Ladies' Model 65R (Rubber Grip) RIGHT-HAND ONLY

Available in Nos. 2 thru 9, Pitching Iron, Sand Wedge and Putter.

Set of 9 Model 65R (2,3,4,5,6,7,8,9,Putter)

Set of 8 Model 65R (2,3,4,5,6,7,8,9)

Set of 5 Model 65R (3,5,7,9,Putter)

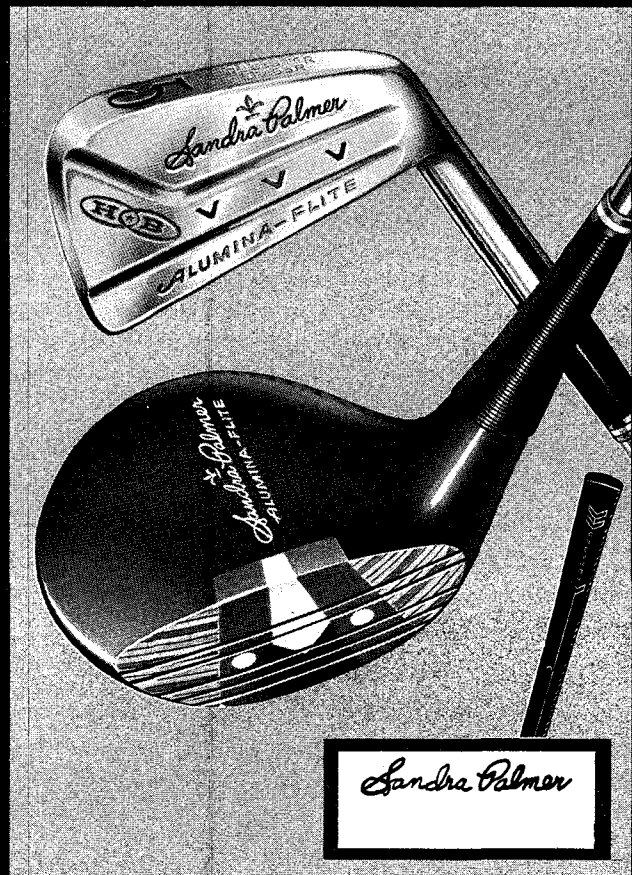
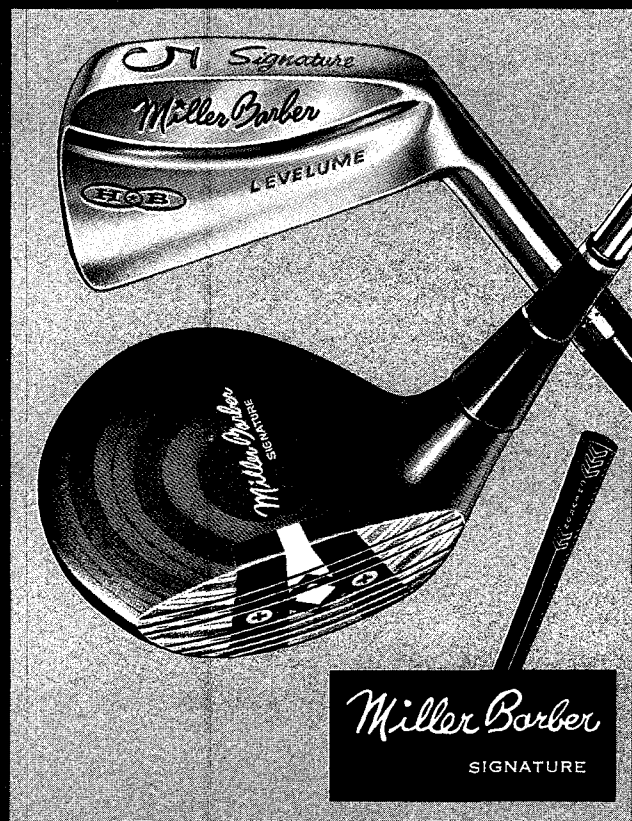
Individual Model 65R Clubs

(2,3,4,5,6,7,8,9, Pitching Iron, Sand Wedge, Putter)

HEAD — Levelume-plated carbon steel with flange back.

SHAFT — Ladies' flex ALUMINA-FLITE aluminum.

GRIP — H&B's exclusive Chevron black rubber with blue paint and gold center stripe. RIB GUIDE feature.



MILLER BARBER LOUISVILLE WOODS — MEN'S

Model 70R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 1,2,3,4,5 in any combination.

Set of 5 Model 70R (1,2,3,4,5)

Set of 4 Model 70R (1,2,3,4 or 1,3,4,5)

Set of 3 Model 70R (1,2,3 or 1,3,4)

Individual Model 70R

HEAD — Laminated wood in rich walnut finish. Black and red PROPELLAC face insert.

SHAFT — Mars chrome — standard flex.

GRIP — Rubber GRIPMASTER brown with gold trim. RIB GUIDE feature.

LEFT-HAND — Order Model 70RLH.

MILLER BARBER LOUISVILLE IRONS — MEN'S

Model 75R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 2 thru 9, Pitching Wedge, Sand Wedge and Putter.

Set of 9 Model 75R (2,3,4,5,6,7,8,9,Putter)

Set of 8 Model 75R (2,3,4,5,6,7,8,9)

Set of 5 Model 75R (3,5,7,9,Putter)

Individual Model 75R

(2,3,4,5,6,7,8,9, Pitching Iron, Sand Wedge, Putter)

HEAD — Levelume-plated carbon steel. Flange back.

SHAFT — Mars chrome — standard flex.

GRIP — Rubber GRIPMASTER brown with gold trim. RIB GUIDE feature.

LEFT-HAND — Order Model 75RLH.

MILLER BARBER LOUISVILLE STARTER SET

A basic set of MILLER BARBER LOUISVILLE GOLF CLUBS consisting of Numbers 1 and 3 woods (70R) and Numbers 3,5,7,9 irons, Putter (75R) described above.

7MBLR Set

Also available in LEFT-HAND. Order Model 7MBLRLH.

GLORIA EHRET LOUISVILLE WOODS — LADIES'

Ladies' Model 50R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 1,2,3,4,5 in any combination.

Set of 5 Model 50R (1,2,3,4,5)

Set of 4 Model 50R (1,2,3,4 or 1,3,4,5)

Set of 3 Model 50R (1,2,3 or 1,3,4)

Individual Model 50R

HEAD — Laminated wood in blue finish. Blue and white PROPELLAC face insert.

SHAFT — Ladies' flex Mars chrome.

GRIP — Rubber GRIPMASTER black with blue trim. RIB GUIDE feature.

LEFT-HAND — Order Model 50RLH.

GLORIA EHRET LOUISVILLE IRONS — LADIES'

Ladies' Model 55R (Rubber Grip) RIGHT- and LEFT-HAND

Available in Nos. 2 thru 9, Sand Wedge, Putter.

Set of 9 Model 55R (2,3,4,5,6,7,8,9,Putter)

Set of 8 Model 55R (2,3,4,5,6,7,8,9)

Set of 5 Model 55R (3,5,7,9,Putter)

Individual Model 55R (2,3,4,5,6,7,8,9, Sand Wedge, Putter)

HEAD — Levelume-plated carbon steel. Flange back.

SHAFT — Ladies' flex Mars chrome.

GRIP — Rubber GRIPMASTER black with blue trim. RIB GUIDE feature.

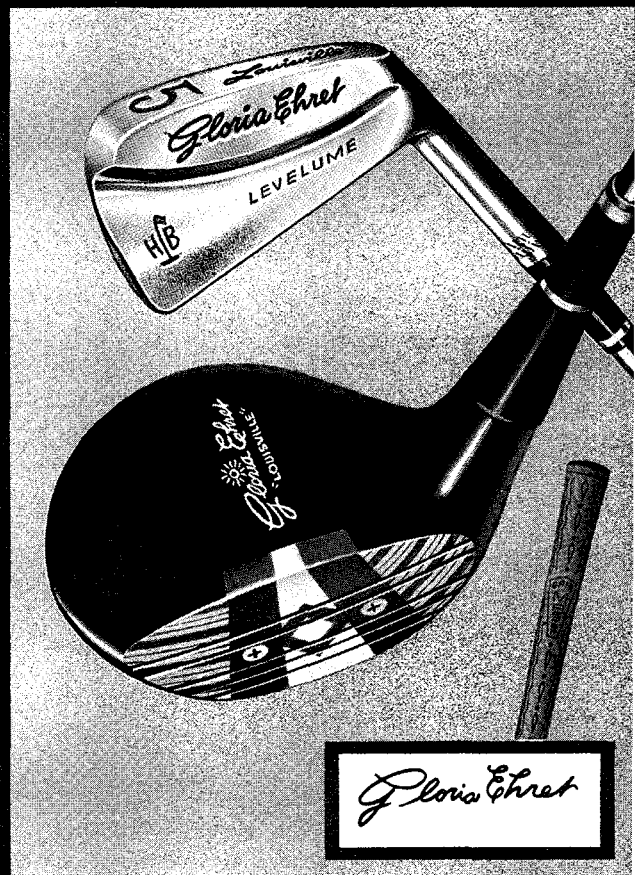
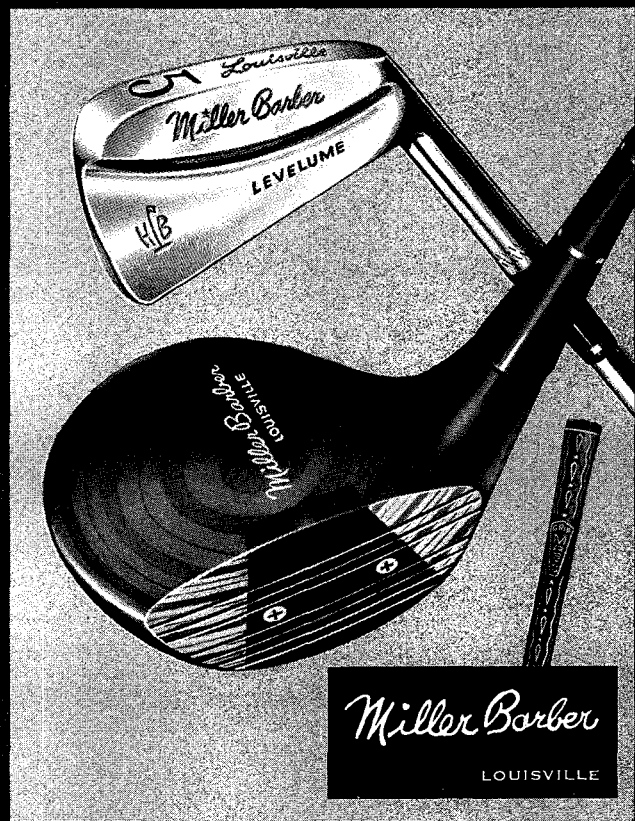
LEFT-HAND — Order Model 55RLH.

GLORIA EHRET LOUISVILLE STARTER SET

A basic set of GLORIA EHRET LOUISVILLE GOLF CLUBS consisting of Numbers 1 and 3 woods (50R) and Numbers 3,5,7,9 irons, putter (55R) described above.

7GE Set

Also available in LEFT-HAND. Order Model 7GELH.





JUNIOR LOUISVILLE SLUGGERS

JUNIOR LOUISVILLE SLUGGER Golf Clubs are of H & B quality throughout and are sturdily constructed by the same craftsmen who make the higher priced models. They are not toys but are especially designed to meet the particular requirements of young golfers. These clubs offer every advantage of the finest matched sets. **RIGHT-HAND ONLY.**

SET OF 3 JUNIOR WOODS (Model J68R)

(No. 1 Wood 39", No. 2 Wood 38½", No. 3 Wood 38")

Individual JUNIOR WOOD clubs

Woods feature genuine persimmon heads of medium size and depth. Attractive black finish with red and black Propellac keystone face insert. Specially designed junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SET OF 5 JUNIOR IRONS (Model J680R)

(3-35"; 5-34"; 7-33"; 9-32½"; Putter-31½")

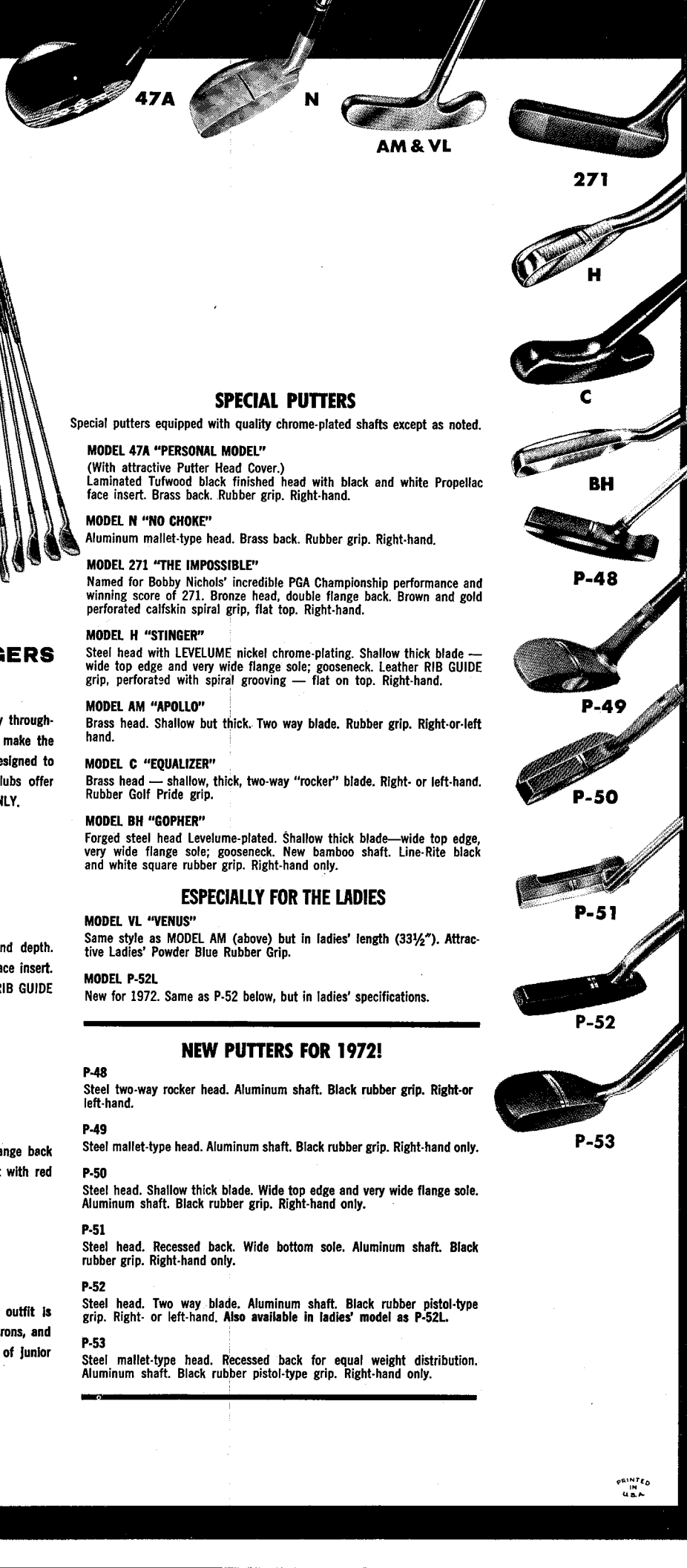
Individual JUNIOR IRON clubs

Irons feature heads forged from carbon steel with Pyramid Flange back and LEVELUME chrome-plating. Specially designed Junior shaft with red GRIPMASTER rubber RIB GUIDE grip.

SPECIAL JUNIOR OUTFIT

(Order Model SJR)

This four-club — plus bag — special Louisville Slugger junior outfit is ideal for the young. Consists of a No. 2 wood, Nos. 3 and 5 Irons, and putter in a tough canvas, ribbed bag. No other combination of junior clubs is available in this outfit at this special price.



SPECIAL PUTTERS

Special putters equipped with quality chrome-plated shafts except as noted.

MODEL 47A "PERSONAL MODEL"

(With attractive Putter Head Cover.)
Laminated Tufwood black finished head with black and white Propellac face insert. Brass back. Rubber grip. Right-hand.

MODEL N "NO CHOKE"

Aluminum mallet-type head. Brass back. Rubber grip. Right-hand.

MODEL 271 "THE IMPOSSIBLE"

Named for Bobby Nichols' incredible PGA Championship performance and winning score of 271. Bronze head, double flange back. Brown and gold perforated calfskin spiral grip, flat top. Right-hand.

MODEL H "STINGER"

Steel head with LEVELUME nickel chrome-plating. Shallow thick blade — wide top edge and very wide flange sole; gooseneck. Leather RIB GUIDE grip, perforated with spiral grooving — flat on top. Right-hand.

MODEL AM "APOLLO"

Brass head. Shallow but thick. Two way blade. Rubber grip. Right-or-left hand.

MODEL C "EQUALIZER"

Brass head — shallow, thick, two-way "rocker" blade. Right- or left-hand. Rubber Golf Pride grip.

MODEL BH "GOPHER"

Forged steel head Levelume-plated. Shallow thick blade—wide top edge, very wide flange sole; gooseneck. New bamboo shaft. Line-Rite black and white square rubber grip. Right-hand only.

ESPECIALLY FOR THE LADIES

MODEL VL "VENUS"

Same style as MODEL AM (above) but in ladies' length (33½"). Attractive Ladies' Powder Blue Rubber Grip.

MODEL P-52L

New for 1972. Same as P-52 below, but in ladies' specifications.

NEW PUTTERS FOR 1972!

P-48

Steel two-way rocker head. Aluminum shaft. Black rubber grip. Right-or-left-hand.

P-49

Steel mallet-type head. Aluminum shaft. Black rubber grip. Right-hand only.

P-50

Steel head. Shallow thick blade. Wide top edge and very wide flange sole. Aluminum shaft. Black rubber grip. Right-hand only.

P-51

Steel head. Recessed back. Wide bottom sole. Aluminum shaft. Black rubber grip. Right-hand only.

P-52

Steel head. Two way blade. Aluminum shaft. Black rubber pistol-type grip. Right- or left-hand. Also available in ladies' model as P-52L.

P-53

Steel mallet-type head. Recessed back for equal weight distribution. Aluminum shaft. Black rubber pistol-type grip. Right-hand only.

Suggested price, including frame, is less than \$40.

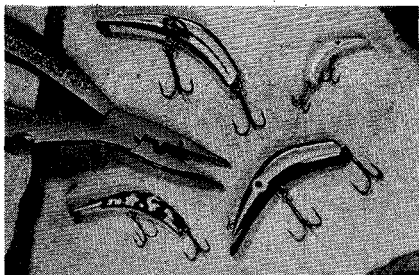
For more information, write: Rod K. Johnson, Sportcaster Co., 332 Occidental Ave., Seattle, Wash. 98104.

Mini model rockets

Estes Industries now offers ten Mini-Brute model rockets—ten "little birds with the BIG power".

Despite their miniature sizes, the rockets will reach far out altitudes with the Estes mini-engines, since their small body diameter considerably reduces drag during flight. Tests conducted by the company have shown that the rockets have up to 46 percent less drag than the best standard size rockets.

For more information on the seven new models, contact: Francois M. Genty, Estes Industries, Box 227, Penrose, Colorado 81240.



Modified lure favorite

The new Lazy Ike metallic KL series lure is a modification of one of the best-known lures in America, in use for over 40 years.

The new wobblers combine the flash of a spoon with the action and versatility of the wobbler. There are 24 color combinations.

Write: Dick Goreham, Lazy Ike Corp., Fort Dodge, Iowa 50501.

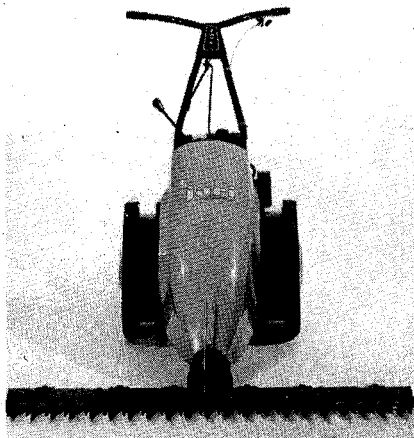
Multi-use cloth

A newly-developed asbestos "Sekurity Kloth", intended primarily for snuffing out small pan or camp fires, also has uses in car or boat.

The 18" x 20" woven cloth will line the bottom of a charcoal grill for easier cleanups. Because of its natural abrasiveness, the cloth can also be used with water to clean windshields and lights, or as a camper's pot washer.

Motorists find it handy as a kneeling pad for tire changes, and as a hot-part or jack pad.

Each cloth is available for \$2 from CMN Associates, Inc., 3740 Dempster St., Skokie, Illinois 60076.



Self-propelled mower

The Jari sickle mower comes with sickle bar sizes in 4 inch increments from 16 to 60 inches. The floating sickle bar eliminates the hurling of foreign objects while still cutting blue grass, weeds and brush up to 1 3/8 inch saplings.

The self-propelled mower goes up hills, into ditches and where other machines do not mow.

Write: Jari Division, P.O. Box 2075L, Mankato, Minnesota 56001.



Movable basketball goal

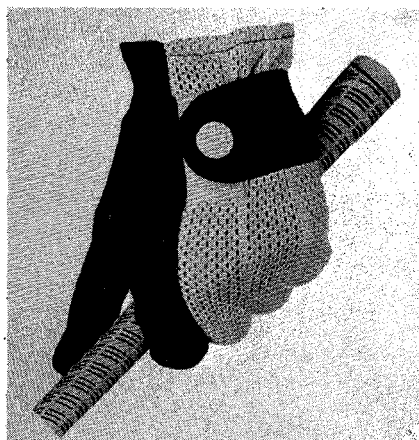
A mobile basketball goal, adjustable from the regulation ten feet down to 38 inches, is

now being marketed by Team-makers, Inc.

The unit is rigid and stable, supported by a five-inch tube. It moves easily on two wheels from one location to another and is adjustable to any height in seconds.

Unlike some auxiliary units, the Teammaker has about five feet of run-under room for lay-ups. It can be towed short distances by car, if necessary, and can be stored under a stage or in other low-clearance areas by simply cranking it down to the right level.

Additional information and price are available from Teammakers, Inc., Box 458, Casselton, North Dakota 58012.



Glove with grip

A snugger fit and improved hand comfort are the benefits of this golf glove, new from Edmont-Wilson. Called the "Super-Grip", the glove is designed with a wide wrist-hugging pressure-sensitive strap.

The glove is highly flexible, with a vinyl palm and perforated back. It is completely washable. It comes in men's or women's sizes and seven color combinations. \$4.50.

Contact Edmont-Wilson, 2193 Walnut St., Coshocton, Ohio 43812 for more information.

It pays to advertise

in the pages of

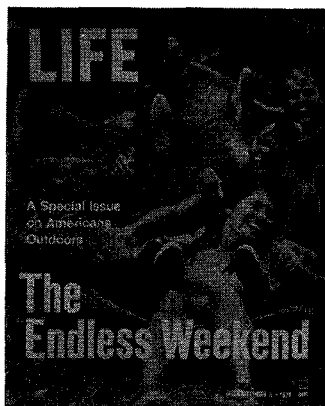
RECREATION MANAGEMENT



nira news

NIRA rates spotlight

NIRA and NIRA members have been in the press spotlight in various publications around the country recently.



The September 3, 1971, issue of *Life* magazine contained an article on Texas Instruments' industrial recreation club, the Texins. Five pages long, the article described the activities of 9,000 active members in director Clark Fishel's industrial recreation programs.

The January, 1972, issue of *The Woman Bowler* quotes NIRA, stating that bowling has ranked as the number one sport in U.S. business and recreational programs during the last decade.



An eight-page article in *The Association and Society Manager* for December-January, 1972, relates the experiences of

Michael Fryer, NIRA's executive director, after he took over NIRA two years ago.

Praising the NIRA Board, Fryer says in the article, "I've got a 29-man working board that wants to know where every penny is, how it is spent, and they want to approve it. There are thirty people running this organization, and I think it's fantastic."

Fryer was again cited in a Cincinnati *Enquirer* feature on February 23. His comments were part of a look at why Americans play more and work less these days.

Referendum results

The following amendments to the Bylaws were passed by referendum vote proposed by NIRA's Board of Directors:

(1) a nearly unanimous vote discontinued the (Type E) affiliate membership category for those local associations or organizations whose purposes are consistent with or related to those of the Association. The associate category is now the only type offered to commercial companies.

(2) the proposal to continue service only to existing Industrial Recreation Councils (and thereby accept no new or previously-affiliated councils after March 6, 1972) was narrowly passed through the referendum.

(3) the former membership category known as Retiree has been revised. The vote passed by a wide margin to grant free life memberships to NIRA retirees and consider retirees from non-NIRA company membership as regular individual memberships.

(4) a similar margin amended the Student category membership fee from \$5.00 to \$10.00.

New Hyatt planned

Hyatt Corp. will lease and operate a new 600-room luxury hotel to be constructed in the new Fairlane Community being developed by Ford Motor Co. in Dearborn, Michigan.

The agreement was signed at the Regency Hyatt House near O'Hare International Airport, Chicago, by Wayne S. Doran, president of Ford Motor Land Development Corp. and Donald Pritzker, president of Hyatt.

According to Doran, the new hotel will be located in the "Town Center" portion of the 2,360-acre community. It will be adjacent to a large shopping center complex, office buildings and entertainment facilities.

Construction is expected to begin later this year, with completion by late 1974.

Beautification program and contest news



Mr. Van Tright

Mrs. Lockenvitz

NIRA members and their employees can now obtain substantial savings on quality flowerbulbs, and compete for a trip to Holland in the process.

Lillian Lockenvitz, recreation director at State Farm Insurance Cos., announces the successful negotiations between NIRA and the Bulbhome Corp. of Sasenheim, Holland. A description of the program follows:

1) All year, 1972, order finest quality guaranteed tulip and other flowerbulbs from Bulbhome at substantial savings to NIRA members (information is being sent to you currently).

2) Fall of 1972, plant tulips.

3) Spring of 1973, photograph tulips and submit photo for entry to contest.

4) Spring, 1973, win the grand prize trip for two!

Maurice Van Tright, president of Bulbhome, has organized this program and contest as part of a nation-wide drive to make America more beautiful with flowerbulbs from Holland. Price savings are possible through group sales to companies and organizations.

Bulbhome ships your order directly to you at exactly the proper time to plant. The trip to Holland is under Mr. Van Tright's supervision; you will be his personal guest.

You won't want to miss the opportunity to order these glorious, world-famous bulbs.

1972 Promotional Awards contest



Mail your entries now for NIRA's 1972 Promotional Awards Contest. The three categories of entry are:

Contest Number 1

Best promotional publication by your company recreation department; this can be your organizational handbook, membership brochure, activities guide book or membership directory.

One entry per association.

Contest Number 2

Best single activity publicity piece; a one-time flyer or other piece describing a special event.

One entry for each separate event or activity providing no two represent or are of the same kind of activity, i.e., only one softball or one golf bulletin, flyer, direct mail piece or poster.

Contest Number 3

Best promotional campaign of one recreational activity as depicted by an 8 x 10 inch color photo of the pieces used grouped together.

One entry of one photo per activity (i.e., a series of pieces for publicizing your golf tournament, photographed in one

TRANSITION

RETIRED: Robert A. Turner as West Point Pepperell Coordinator of Community Recreation, Jan. 1. Turner headed the company's program for the past 30 years, during which time it received the Helms trophy in 1961. He was past president of NIRA as well as having affiliations with the National Park and Recreation Association, the Alabama Recreation Society, the Georgia Recreation Society and the Amateur Athletic Union.

RETIRED: Charlie Cunningham as Director of Activities, Welfare and Recreation Association, USDA on March 23. The Ag Reporter and USDA Travel Club are among the special activities he developed during his 25 years at the post. Prior to coming to USDA, he spent four years in the War Department as Chief of Community Activities and also worked for the District of Columbia Council of Social Agencies and the Community Service Council in New York State.

PROMOTED: Edward M. Bruno, current Supervisor of Employee Recreation at 3M Company, has accepted the directorship for NIRA's Region 5. The vacancy occurred after Bob Gaeta of Northern Natural Gas left the industry.

PROMOTED: Bob Gaeta's position at Northern has been filled by Michael P. Malone. Malone had been Gaeta's assistant for one and a half years, and before that spent three years at the St. Paul, Minnesota YMCA. Malone is "delighted with the opportunity" and looks forward to more family activity and increased development of the fitness testing lab at Northern.

HIRED: James A. Hueber as Recreation Coordinator for the Pratt and Whitney Aircraft Club. Hueber was hired at the Hartford, Conn. plant Nov. 16, 1970.

HIRED: Carl Berry as Recreation Coordinator at Solar, a division of International Harvester. Berry was formerly Recreation Supervisor for the city of National City, California and had earlier experience in leisure activity recreation programs.

arrangement) and not more than three photos from any one member company.

Judges will base their decisions on uniqueness of the piece, its readability, color, illustrations and effectiveness in selling your membership on the activity sponsored.

Application blanks for the contest are currently in the mail to you.

Man and Wife Skeet Champs

Stan and Louise Kargol have more than their recent marriage in common.

They both work for Bell Telephone of Pennsylvania and they're both state champion skeet shooters in their respective classes. Stan also ranks as the 30th best in the world in skeet shooting.

8-Day Cruise for NIRA Bridge Tournament Winner

An 8-day Caribbean cruise is the prize for the winning pair in NIRA's 10th Annual Duplicate Contract Bridge Tournament.

Travel Plus, KLM Royal Dutch Airlines and Chandris Cruises are the sponsors for the trip.

The cruise stops at Trinidad, Barbados, Martinique, St. Vincent and La Guaira. It can be taken during the month of January 1973.

RM WELCOMES NEW MEMBERS

RM welcomes the following new NIRA members:

Company category—

NASA Exchange, Huntsville, Al.; Prevision Social Grupo, Monterrey, Mex.; Detroit Diesel Allison, Division of GMC, Detroit, Mi.; Foxboro Co., Foxboro, Mass.; Allis-Chalmers, Carol Stream, Il.

Associate category—

Wheeler's International, Park Ridge, Il.; Ringling Brothers Circus, Washington, D.C.

Individual category—

Jim Housel, Terre Haute, In. and Charles Pillsbury, Alameda, Ca.

Call for nominations for officers of NIRA

In accordance with the bylaws of NIRA (Article XI, Section 1), Executive Director Michael A. Fryer and Nominations Committee Chairman Martha Daniell have called for nominations for the offices of President-Elect, Vice-President of Public Relations and Vice-President of Finance.

Nominations are to come from NIRA's voting membership and sent to NIRA headquarters at 20 N. Wacker Drive, Chicago, Ill. 60606. Nominations are due May 1, 1972.

Brookhaven honors VIPs

On March 22, 190 of the pioneer employees of Brookhaven National Laboratory were honored with 'VIP' buttons and a party to celebrate the organization's 25th anniversary.

Phillips to Sponsor P,H&T Competition 1972

Boys aged 9 through 12 in all 50 states will again have the opportunity to win national recognition in the Official Major League Baseball Pitch, Hit and Throw Competition (P,H&T).

Baseball Commissioner Bowie Kuhn has announced that for the third consecutive year arrangements have been completed with Phillips Petroleum to sponsor the P,H&T competition.

Nearly 700,000 boys have enrolled in the program since it began two years ago. Each year eight finalists are invited to the All-Star Game to compete for the national championship.

Diplomat Expansion Attracts Businesses

The fast-growing Diplomat Mall, Hollywood-by-the-Sea, Fla., is booming as a result of the Diplomat Hotel. The Hotel has added 327 rooms, bringing its total to 1,175.

The enclosed Diplomat Mall, with its many waterfront shops, is said to be one of the leading shopping centers in South Florida.

Holiday Inns Invading Ireland

Holiday Inns of America is going Irish.

Construction on two Holiday Inns is scheduled to begin in Ireland in 1972. A 250-room Inn will be built in Dublin's southern downtown area. A 150-room hotel will rise near the Shannon International Airport.

Both are planned to be traditionally Irish, while incorporating all the standard Holiday Inn conveniences.

Pat Hildebrand Is Table Tennis Champ

Pat Hildebrand, a Bell Telephone of Pennsylvania employee and a native of Barbados, recently returned to the West Indies to win the Caribbean and Central American table tennis championships.

Later, Pat and her partner won the mixed doubles in the Long Island Empire Open Tournament.

Pat is looking forward to playing with the American team when they meet the Chinese. And she is really looking forward to 1973 and to playing in the World Championships in Yugoslavia.

World Airways to run 21 Australian charters

Edward J. Daly, chairman of the board and chief executive officer of World Airways, announced on March 20 the completion of an agreement to begin charters between the United States and Australia, beginning in 1973.

Australia's minister for civil aviation, Senator Robert Cotton, joined other Australian officials in granting World permission to become the first airline to fly inclusive charter tours there. The

world's largest charter airline received 21 roundtrip charters to carry some 3,500 members of the medical, dental and legal professions to the South Pacific. The value to Australian tourism of this program should exceed \$2 million.

Daly sees a new era of mass tourism and an accompanying economic, cultural and educational benefits for both countries.

Avco launches Int'l Services

James Dempsey, Vice-President, has announced the 'birth' of the International Services Division of Avco Corporation. Robert C. Schultz was named Division Vice-President and General Manager. The division was formerly the Field Engineering Operation of Avco Electronics.

Handicapping

(continued from page 21)

Under this variation, a player with an average of 80 points for 50 shoes will receive a handicap of 16 points—80 percent of the difference between his average of 80 points and 'scratch'. Therefore, if he pitches his actual score of 85 in a 50-shoe 'count-all' game, he will receive 101 points (85 plus his handicap of 16 points).

Under both systems, all points count. Example: Player X has a ringer and a shoe two inches from the stake; Player Y has a ringer and a shoe four inches from the stake. Each man scores 4 points.

Player's Ave. Pts./50 shoes	Player's Handicap/50 shoes
99	1
90	8
85	12
80	16
75	20
70	24
65	28
60	32
55	36
50	40
45	44
40	48

Weekly bulletins summarizing team and individual records contribute greatly to sustaining interest. ■

GOOD THINGS TO READ

Boyne Country News, a 50,000 circulation monthly carrying skiing and golfing news. Free to R/M readers. Write Zig Bulanda, director of marketing, Boyne Mountain Lodge, Boyne Falls, Mi. 49713.

How to Make your Meetings More Interesting and Productive. The more important aspects of meeting planning. Free to R/M readers. Write: Da-Lite Screen Co., Inc., Warsaw, Indiana 46580.

Publicity Handbook. How to prepare your story and follow through with contacts in the media. The complete guide for the publicity chairman of your club. 10c each. The Sperry and Hutchinson Co., Consumer Services, 3003 East Kemper Road, Cincinnati, Ohio 45241.

Your Programs from Kodak. A program catalog of movies, slide shows and print sets available on loan to groups who want entertaining and interesting shows on travel, photography and sports. Also a section on what you'll need for the program (screen, sound equipment, etc.) Free from Eastman Kodak Company, Photo Information, 343 State Street, Rochester, New York 14650.

Canada—Hunters' Paradise. A sectional description of the country's game resources. Free. Canadian Government Travel Bureau, 1339 Baseline Road, Ottawa, Ontario, Canada.

These **NIRA Publications** may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

How To Organize and Manage Tournaments, from publicity to organization, from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Standard Sports Areas, dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. (64 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

Recommended Guide To Accounting Procedures, a manual setting forth accounting procedures developed from tried and improved methods and found to be efficient and very satisfactory by Nationwide Insurance Activities Assn. Valuable in organizing accounts, explaining what transactions go to each account and the proper way to record them. \$0.85 / members, \$1.00 / non-members. (24 pp.)

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.



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and Most Durable*
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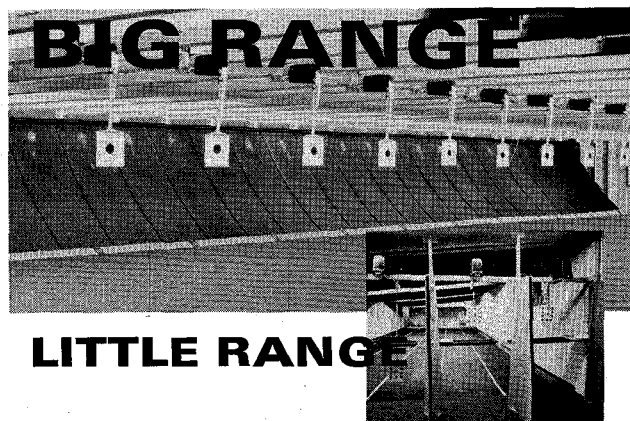
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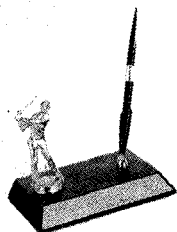
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Phone: (612) 377-1730

Creative Awards by **LANE**

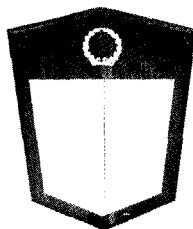


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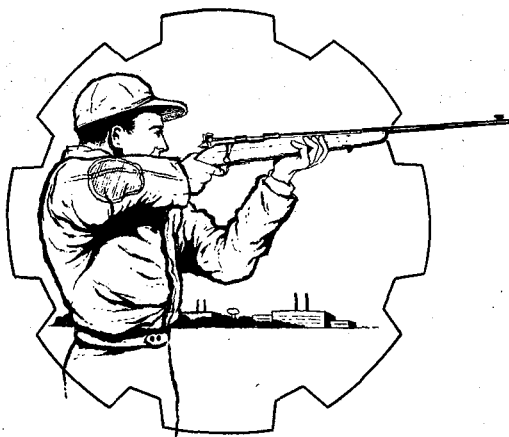
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Mail this coupon today for full details and for your free information on "How to Organize a Rifle and Pistol Club" — there's no obligation!

Club Section
NATIONAL RIFLE ASSOCIATION
1600 Rhode Island Avenue, N.W.
Washington, D. C. 20036

6222C

Without obligation on our part, tell us how we can start an NRA Shooting Club and all the advantages of NRA affiliation.

Name

Address

City State Zip Code

Company Name

(continued from page 13)

swimming and gymnastics and in which facilities and interest on a national scale are severely lacking.

The following is a list of "special events" held using Phillips facilities during the past twelve months:

SPRING 1971—Annual Phillips 66 "Meet of Champions" featuring top amateur swimmers from 20 states; Oklahoma AAU basketball tournament for boys 10 and under; the Frank Phillips Men's Club national bowling tournament.

SUMMER 1971—Four invitational softball tournaments and the Oklahoma Men's Class B Fastpitch Softball Championships.

FALL 1971—American Junior Bowling Congress school for certification of youth coaches; utilized the Phillips gym for two basketball games between the two local high schools.

WINTER 1971-72—All home swimming meets of both local high schools; the Washington County Holiday Swimming Meet; the Oklahoma Team Tournament of the American Junior Bowling Congress; the Phillips 66 Invitational Team Fencing Meet.

Even for those Phillips people living in the Bartlesville area who don't enroll in our company's recreation program, you can readily see that it is hard for them to live a fairly average life in the community and not be drawn into one of our facilities sometime during this year.

But, after all, why are recreational facilities built in the first place? I believe they are built to be used to their fullest extent and to benefit as many people as possible. ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Young man with B.S. and M.A. degrees seeking position in field of industrial recreation. Experienced in supervision and administration of varied programs. Available immediately. Will relocate. Box 251-RECREATION MANAGEMENT.



At Your Service!

When an industrial recreation administrator joins the National Industrial Recreation Association, he gets more than a certificate to hang on the office wall. He becomes a member of a professional organization dedicated to the concept that industrial recreation is sound management policy.

He receives specific help to make his company's recreation program a more effective and dynamic one.

Membership Application National Industrial Recreation Association

20 N. Wacker Drive, Chicago, IL 60606 (312) 263-6696

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Title: Recreation Manager
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Age: 44.4 years

Years employed by present company: 13.5

Education: 15.27 years

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Present position for 8.9 years; held 2.2 positions in present company before recreation responsibilities.

Major changes in Frembling's results from a study conducted to much the same set of respondents four years before include:

1971 1967

53% Have attended recreation workshops. 27%

53% Have attended recreation seminars. 35%

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56.4% Number of college graduates. 49.8%

Bus. Admin Rank order Education
Recreation of college Bus. Admin.
Education degrees. Psychology

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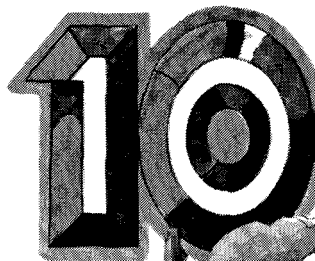
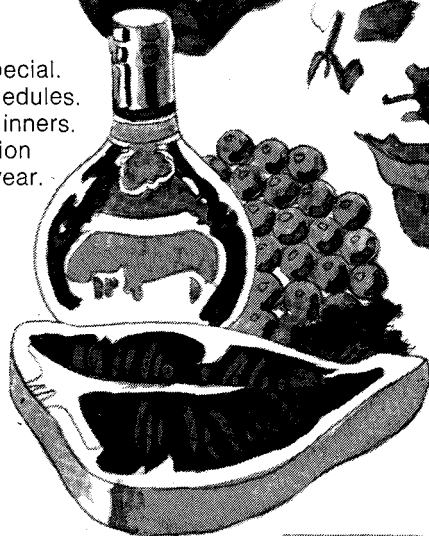
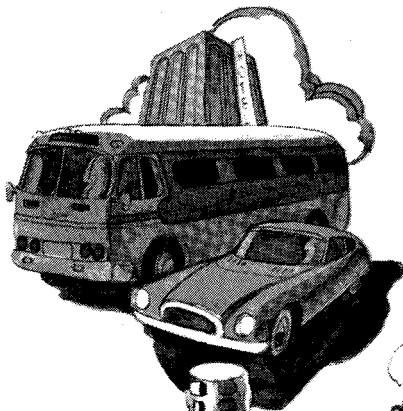
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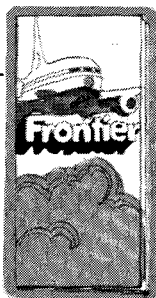


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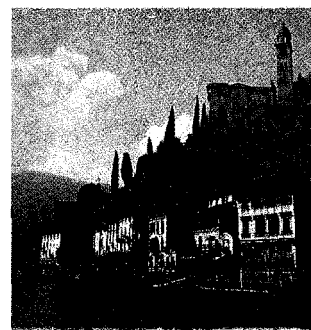
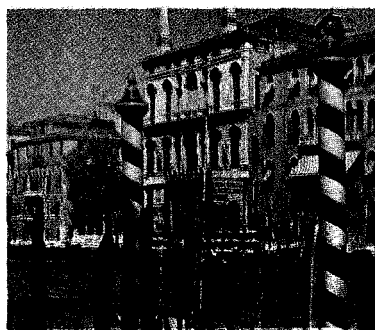
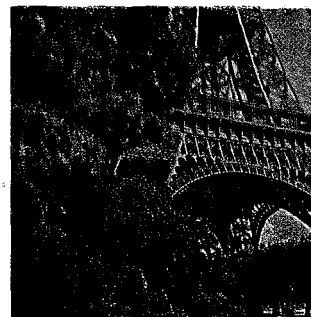
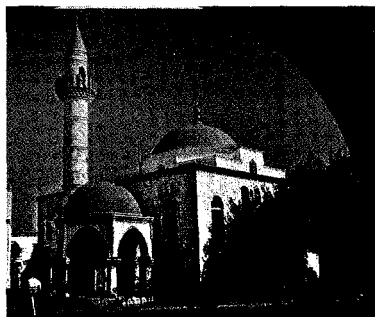
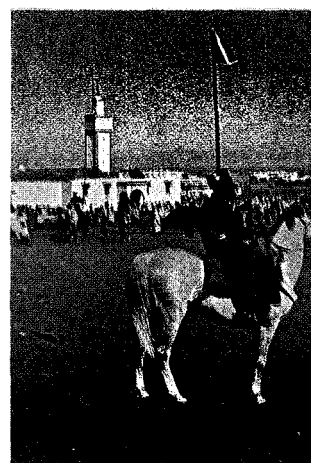
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recreation management

THIS ISSUE:

Saving Lives by Stress.....Fitness Centers and Testing.....New Developments in Fitness and Health.....Fitness Planning Guide



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Individual Special must be employee of NIRA member organization or council.
Organizations attach extra sheet listing names and addresses for duplicate services.



Kathie Kull

Editor's Note

Heart attacks strike more than one million Americans each year.

According to the American Heart Association, the trend for heart attacks among younger men has been rising steadily for two decades. True, heart attacks predominantly strike the elderly, but 176,000 of the 675,000 Americans who will die from coronaries this year will be under 65, victims of what public health officials call "premature" heart disease.

Does it take statistics like these to prompt (scare?) us into action against such trends? Unfortunately, yes.

The pros and cons of exercise as a counter to heart disease still confuse many people. But, more and more, it is found that a carefully planned training program slows the heart rate and increases the efficiency of the heart muscle. At the least, exercise can help control excess weight, in itself a risk factor.

Whether an aerobics regimen or any other form of fitness program is the only answer, most fitness experts agree that it is one good way to try. Hence, this physical fitness issue of Recreation Management.

We believe the ideas put forth here will drive home the needs of fitness as a daily concern for executive and employee alike. Can you deny that healthier people are happier and more productive? Can you deny your employees the chance to better — indeed, save — themselves through your assistance?

Our articles were chosen to present a balanced, informative view of fitness programming in industry. "New Developments in Maintaining Fitness and Health" by Dr. Kishore S. Ambe is an all-around look at physical exercise as preventive medicine, the how and why of its implementation.

Bill DeCarlo's "Saving Lives by Stress", our cover story, details the operation of Xerox Corporation's executive fitness laboratory.

"Fitness Testing: an answer to boring group exercise classes" by Mike Malone gets down to the step-by-step problems in organizing a new program, both in concrete areas of scheduling and equipment purchase and the more nebulous areas of getting management's co-operation and user's involvement.

The two articles, "Recreational Fitness Centers — the time is now" by George Otott and "They don't take risks with fitness" by Martha Daniell, describe the practical aspects of programming, space planning and facilities.

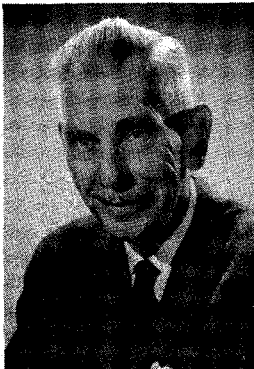
We hope you'll find this special issue an interesting challenge to your recreation programming.

Kathie Kull



About The Cover

This month's cover shows a key activity in the Xerox executive fitness laboratory — the executive jogs on a variable-grade treadmill while a technician monitors his electrocardiogram. Our cover story by Bill DeCarlo begins on page ten. Photo courtesy the Xerox Corporation, Rochester, N.Y.



Edward V. Meith, CIRA



Lilly's company orchestra is a popular activity.

Constant Growth at Eli Lilly

Eli Lilly & Company, Indianapolis, In., has been a NIRA company member since 1945, almost as long as their program in recreation has been in existence.

Over the years, the staff, the number of activities and the degree of employee participation have all increased to parallel the success of Lilly and recreation in general.

Edward V. Meith has been at Lilly for 42 years, and for the past ten has served as Department Head, Employee Activities. A CIRA and region three junior director on the NIRA board, he is assisted by three other full-time staff members — three positions that did not exist in 1939 when the program was begun.

The range of activities at Lilly has similarly widened from nine at the club's origin to around 36 at present. Membership currently stands at 4,200, about 50 percent of total employees.

Meith reports that the biggest activities in regard to participation are bowling, basketball, ice skating, softball and the variety show and Christmas parties.

The two newest activities are the chess and motorcycle clubs.

"The two clubs have gotten off to a really tremendous start," Meith says. "The chess club now has 40 members and the motorcycle club has 50 to 60. This is with the clubs being organized only during the past year."

Activities at Lilly are directed by the Recreation Club, an elected group from the employee ranks. Structure of the board consists of an employee president, vice-president and secretary, and Meith as the permanent treasurer.

Officers are elected to two-year terms; activity chairmen are elected to a one-year term and may serve no more than two.

Funding is based on the activity chairmen's fiscal year projections of needs; after funds are received through the sale of activity membership cards, the company matches this amount two-to-one.

Otherwise, the management at Lilly has little control over activities planning, although the company manager of food facilities (whom Meith reports to) occasionally sits in on recreation club board meetings.

Recreation Club facilities at the plant include three softball diamonds, an area for billiards,

shuffleboard, table tennis, card games and camera club darkroom. The club rents an ice rink of skating and ice hockey and a gym for basketball and activities on the scale of the variety show.

Outdoors facilities have grown considerably since the club leased a boat club and campsite along the Ohio River. This year-round facility has boat docks, campgrounds and shower areas. Many employees spend weekends and vacations there.

The major "goal" of Lilly's recreation club, according to Meith, is to have all employees belong and participate in some phase of activities. Activity planning emphasizes family-oriented functions — antiques, art and bridge clubs for husbands and wives and camping, skiing and the variety show for the whole family. The club also makes a special effort to involve the retiree. Each former recreation club member who leaves Lilly receives a lifetime free membership (except individual fees) in club activities.

With ideas like these, it's sure that the recreation program at Lilly will continue to grow even further and faster. ■



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includes NIRA members; hence the associate membership.

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"Our obligation is to, on one hand, deal with the corporate travel business (the director), but also to attend to the needs of the average employee, whether he rents a car on his vacation or only once or twice a year for business."

Part of Kokorelis' job is helping the average user better understand the rental process; this includes Hertz' growing list of package plans with hotels, airline tours and top travel agencies.

Kokorelis' district technically covers Illinois, although this NIRA representative intends to be responsible for association activities all across the country. He urges you to contact him if you have any questions about Hertz programs or service.

"We hope to be in personal contact with each director — whether by telephone or mail — as soon as possible, but before then call me and I'll handle it personally," he adds.

"NIRA directors must be No. 1 with their employees to get the job done," he says. "So I'm sure they will be satisfied in working with the No. 1 rental company in the world, Hertz, because when you're No. 1 you must do everything better."

NIRA welcomes Hertz to its membership and offers special congratulations to the company named the official rental agency for Disney World.

Bill Kokorelis can be reached at The Hertz Corporation, 180 N. Michigan Ave., Chicago, Ill. 60601. Phone (312) 332-4760.

Your "Design Team" at Kotz and Schneider

The key to the success of any outdoor recreational facility is comprehensive planning by a design professional. With the utmost care for the preservation, enhancement and development of natural and man-made elements, the firm of Kotz and Schneider, Landscape Architects and Land Planners, deals with each project as part of the total environment while meeting the needs of the people it services and recognizing the need for optimum land use and budget limitations.

The firm of Kotz and Schneider, only recently associated with NIRA, provides a full scope of recreational planning and design services. Both principals in the firm, Anthony W. Kotz and Carl J. Schneider, are qualified professionals with broad experience in the field of recreational planning and design. The firm also maintains a highly skilled technical staff capable in all areas of design.

"We can provide comprehensive design service as needed for each specific project through our association with selected architects, engineers, planners and other design professionals," Kotz explains.

The firm's "design team" approach handles every project with personal attention, from the initial program and feasibility studies through design, construction and use. Close participation and communication is maintained with the client, users, citizen groups and agencies. This, coupled with creative design, technical competence, realistic cost control and excellent relations with contractors and reviewing agencies assure high standards and a final project closely tailored to the client's wishes.



75% of the firm's assignments in the past have been for public and private recreational projects, both in facility planning and consultation.

Kotz and Schneider can assist in your site selection or can begin work with assessing the site available. They consider conditions of the site, with particular attention to retaining the values of the environment, user needs of the facility (both present and future) and how to reduce operation maintenance costs by proper planning, the right materials and optimum use of the site.

From their headquarters in Syracuse and an associated office in Atlanta, Kotz and Schneider can handle design or consultation assignments on large or small projects across the country.

The firm welcomes NIRA enquires at its office, 307 S. Townsend Street, Syracuse, N.Y. 13202. Telephone (315) 475-4157.

New Developments in Maintaining Fitness and Health



By Kishore S. Ambe,
M.D., Ph.D.
Medical Director
Health Enhancement Institute

At the start of the century, when a company executive or employee died prematurely, it was likely to be the result of some virus, bacteria or parasite. As we near the end of the century, medical science has established some control over the communicable diseases, and our menus have become richer and our lifestyle both more sedentary and more tension-filled. As a mass result, the most common reason for premature death of corporate officials and other workers is heart-related. In fact, there occur as many deaths due to heart disease, high blood pressure and stroke as all other causes combined!

Fortunately, leaders in the health sciences — physicians, physiologists, biochemists, nutrition and exercise specialists, gerontologists and others concerned with degenerative diseases and the entire aging

process—are now taking rapid forward strides in the quest for better ways to keep these modern-day killers from striking down so many men and women in the prime of their lives.

Essentially, researchers are developing new and better ways to diagnose and evaluate an individual's present state of fitness and health. They are developing more accurate methods for predicting individual future well-being. Just as important, scientists are developing effective ways to motivate the individual to take suitable action in modifying his basic life style in such crucial aspects as his eating and exercise habits.

Gradually, progressive companies are supporting these advances by efforts to upgrade the caliber of medical examinations given employees; by closer cooperation between the company doctor, recreation director and manager of company eating facilities; and by institution of activities that help the individual obtain not only recreation, but positively beneficial exercise. All these activities are but the first steps toward an improved form of fitness and health care and maintenance which must be

medicine insist there must be better information about the individual, his health and health-habits in three areas:

1) **There must be a more complete record of the individual's past health history.** Too often today such a record is relatively superficial. To truly serve its purpose, this record should include an accurate, comprehensive report of the person's development, from childhood to present, a detailed account of his past medical and surgical problems, and of his health-related habits, including eating, sleeping, exercise, work and other relaxation patterns, psychological attitudes and other environmental conditions. Also, pertinent history of degenerative diseases, causes of death, etc. of the immediate family members should be obtained.

2) **There must be a more complete and accurate measurement of how the individual's body reacts to stress—how the various physiological systems are functioning—at the present time.** Who has not heard of the individual who passes his health check-up with "flying colors", only to drop dead the following day? Such unfortunate occurrences may never be entirely prevented, but could

"The human body is like a machine...you need to test it when it's operating—if possible, when it's working full speed."

reached if today's executives and workers are to live the long, vigorous and healthy lives of which they are potentially capable. What are the essential elements in this new approach to maximizing both individual health and the life span?

The specialists dedicated to predictive and preventive

become less frequent with adequate functional and dynamic evaluations.

In common practice, after a good physical examination of the anatomic systems, a blood count, urinalysis and an electrocardiogram at rest complete the routine check-up. This, of course, has its value, but does

not tell us anything about how the patient may react to various stresses of his real life.

The human body is like any machine in your factory, or like a car—you need to test it when it's operating, and if possible, when it's working full-speed. Who will buy a car without road testing? It's the same in health testing. It isn't enough to know how the heart and lungs sound and how the electrocardiogram looks under resting conditions. We must know how various systems perform under stressful con-

ditions, both physical and emotional, hence the importance of our measurement of blood pressure, respired air and oxygen consumption during vigorous exercise.

Exercise tests administered by a trained person is the best way known today to find out how fit one really is. A person wearing a mask for breathing, attached to electric wires for heart tracing, is exercised to a progressively increasing work-load on a bicycle ergometer or a treadmill. An impressive assembly of soph-

isticated equipment surrounds him and continuous monitoring and recording of his electrocardiogram heart rate and heart rhythm takes place. Expired air is collected, and oxygen consumed and carbon dioxide produced are measured on line.

After having measured thousands of persons, exercise physiologists have found that people who are truly fit and physically well-conditioned can utilize at near maximum effort about 35 milliliters or more of oxygen per minute per kilogram of body weight. Unfortunately, most Americans don't have this capacity. Most of us are below this accepted standard for the criterion of physical fitness—oxygen consumption or aerobic capacity.

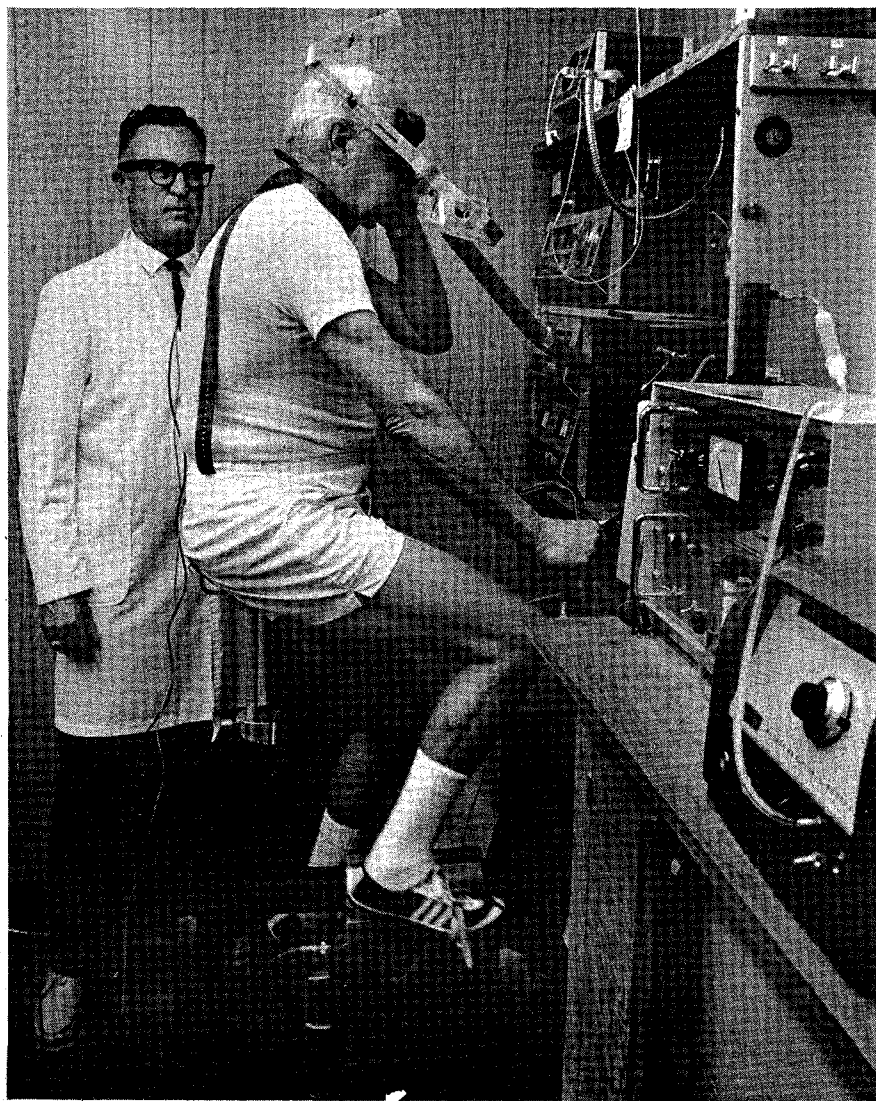
3) We must keep better track of how the individual changes following the examination. Too

"It is not enough to tell a man he should exercise; he should be advised to do aerobic exercise..."

often there is the unspoken assumption that the individual's health habits will remain unchanged after the annual checkup until some illness strikes him. A regular follow-up and continued periodic collection of information following the examination should be an integral part of any health maintenance program. Why undergo any exam and incur the expense if we do not use the information to improve on the results which the exam reveals?

Obviously, once the physician

(continued on next page)



(continued from page 7)

has a complete record—of the individual's past health history, assessment of various functions under dynamic stress as well as normal conditions, and up-to-date follow-up information on his health and health-related habits—he will be in a better position to prevent or slow any further deterioration of the individual's health, and hopefully the aging process as well.

Practical Predictive Medicine

In fact, this kind of more complete information-gathering actually may be used to predict certain conditions likely to develop even though no degenerative process is meas-

urable at the time. Hopefully, on the basis of such predictive information, the physician and his patient will be able to take action that will ward off discordant conditions before they start—actually postpone the dreaded diseases, if not entirely keep them from happening.

One of the major new medical insights of the past decade is that often the most important things that can be done to maintain an adult's health are the things that he must do himself—not things that a doctor, hospital or clinic can do for him. Put another way, frequently an improved lifestyle—with optimal levels of appropriate physical activity, diet and nutrition, rest and relaxation—is the most

important element in improving an individual's fitness and health, professional performance, personal life satisfaction and longevity.

It is also apparent that it will take more than simple information, in written or verbal reports couched in technical medical terms, to help the doctor motivate the individual to take proper action, to alter his eating, exercise and other lifestyle characteristics in the way that will maximize his health and life span.

Aging and Fitness Profiles Powerful Motivators

Alert, motivation-minded scientists are well aware of this problem, and they have come up with some solutions which could be quite effective. One of the best is the Aging Profile, which shows the individual precisely and dramatically how he compares with other persons his age in certain important characteristics. For example, skin elasticity, changes in hearing and vision, lung volumes and breathing capacities, heart rate response to increasing effort, etc. have been well correlated with age groups by decades. Thus the doctor can tell you how young—or old—your skin, eyes, ears, heart, arteries and lungs are compared to other people your age.

A still more effective motivational tool might be a Fitness-Health Profile, in which the subject's heart, lungs, etc. are compared, not against the average of all other persons his age (most of whom are relatively sedentary) but against the average of the fit persons his age. Such a profile would appear to be a good motivator in causing people to upgrade their health habits. Once people know for sure objective facts about themselves, and what is likely to happen to them if they do not make certain changes in their lives—once they have gained definite knowledge and grasped its personal significance—they are far more likely to take a real interest, become truly involved, and actually take the action that will produce positive results.

A Fitness-Health Profile will not be a static document, made just once and then left unaltered with the passage of time. It can and should be a living record. As time goes on, the Fitness-Health

How to earn 5 fitness points a day—35 points a week— with sports and exercises available to you now:

Note how many of the popular sports and exercises shown here produce muscular development and fatigue before they produce "aerobic improvement"—heart and lung development through continuous deep breathing and increased heart rate.

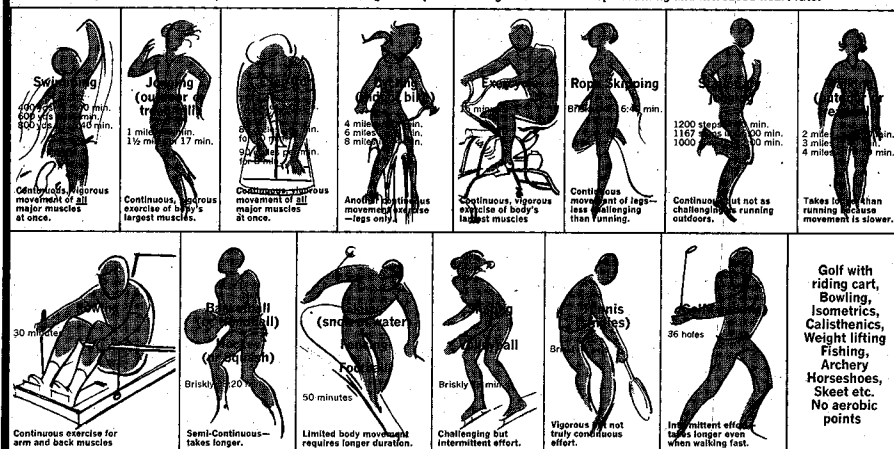


Chart Courtesy Health & Education Services Corp.

To develop true fitness you must exercise your heart and lungs, as well as your muscles.

You can see from the chart that all the activities that produce fitness exercise the heart and lungs for a given rate or work. You should exercise consistently to your own "exercise heart rate", breathing deeply for about 15 minutes at least once a day to develop your heart and lungs to produce true fitness.

It is important to check with your doctor before you start on your exercise program and thereafter periodically, for your safe limits. Dr. Cooper, the author of "New Aerobics", has developed an aerobic point system which measures the contributions to a person's aerobic fitness made by different kinds of exercise, done at various

speeds and lengths of time. He has discovered that a person should earn approximately 5 aerobic points a day—35 points a week—to gain optimal fitness; the ability to utilize 35 millimeters or more of oxygen per-minute per-kilogram of body weight.

Measure your own fitness. Check your activities. See how many points you earn every week. Note that each activity (except those in the column headed "Golf with riding cart") earns 5 points. Remember, progress slowly and steadily to increasing levels of work.

*To arrive at your maximum exercise heart rate, subtract your age from 200. Example: at 40 years of age, the maximum exercise heart rate is 200 minus 40 equals 160 beats per minute.

"What kind of price tag can we put on a life prolonged?"

Profile should be modified; updated measurements should show the person's specific improvements—or slippage—and thus stimulate him further toward positive action.

What kind of individual action is most often needed to help a modern-day adult maintain and improve his fitness and health?

Universal Prescription

In general, we can make one almost universal prescription for sedentary adults, and this description applies to most all adult Americans: 1) Stop smoking; 2) Lose weight; 3) Eat more sensibly; 4) Exercise vigorously and regularly and 5) Maintain greater emotional and physical composure—take it easy and avoid stress conditions that produce either physical exhaustion or acute worry and anxiety.

Unfortunately, as sound as this prescription is, it is questionable whether, in and of itself, it is

reserve oxygen-utilization capacity which may prevent coronary attack. Let us also emphasize that aerobic fitness tends to reduce tension and fatigue, boost energy, vitality and one's personal self-image. But a person should know more than that. He should know his own present level of aerobic fitness, his own capacity to do various kinds of aerobic exercise safely; and he should have detailed, specific information as to how the doctor expects him to take positive action in the various areas involved in the "prescription" to maintain or improve his health.

Once the physician has available the complete information on his patient's past, present and up-to-the-minute health and health habits, he can be much more specific in determining which of the five elements in the "universal health prescription" to emphasize for each patient, and much more convincing in explaining why these particular elements are important to that person.

In the early stages, communication and reinforcement will be required frequently, preferably every week or two for a while. Then as good habits of exercise, nutrition, etc. are established, the doctor's checks on progress can become less

special purpose institutions are putting these procedures to work. One such institution now is the new Health Enhancement Institute sponsored by the Flick-Reedy Corporation.

The Health Enhancement Institute, located in the Sad-

"...It will take more than information to help the doctor motivate the individual to action..."

dleback Community Hospital Complex at Leisure World, Laguna Hills, California is involved in conducting advanced research in exercise and health. The institute also offers a clinical service to the public, including an executive periodic functional evaluation program and a cardiac rehabilitation program.

Businessmen are likely to ask: "Is the cost and effort of such an undertaking really worthwhile?" The answer is "yes". More than 1,000,000 Americans die of cardiovascular diseases every year, many in the prime of life. Thousands of these deaths probably could be prevented. New health care advances, properly implemented, could considerably extend many people's life span. And what kind of price tag can we put on a life prolonged? Just as important, these new techniques for improving and maintaining health should make the individual more effective in his job, and bring new meaning and reward to his personal life.

The Company's Role

What can company management do to further promote employee fitness and health?

1) To start with, top management itself should become more knowledgeable about the new developments discussed in this article, and more deeply involved with the challenge of helping employees maintain physical and emotional fitness and well-being.

2) Management persons as
(continued on page 28)

"...often the most important things that can be done to maintain an adult's health are the things he must do himself..."

sufficient to motivate most individuals to take the requisite actions. To begin with, it is not enough to tell a person what he should do in general to maintain his health, but what he should do specifically and why he should do it.

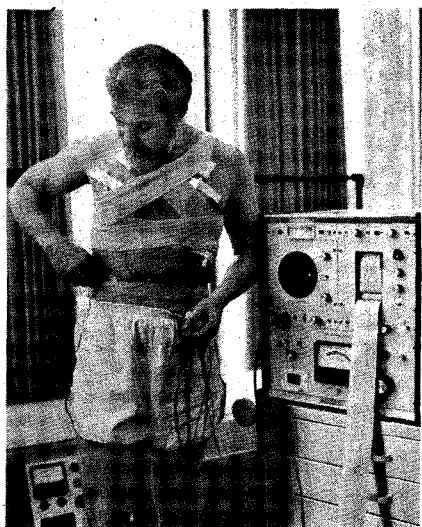
It is not enough to tell a man he should exercise; he should be advised to do aerobic exercise—continuous movements of the large muscles of the body, done rapidly enough to produce sustained deep breathing and increased heart rate for at least fifteen minutes at a time. Moderate physical exercise, done regularly every day, has been proven to improve physical condition, and develop the

frequent.

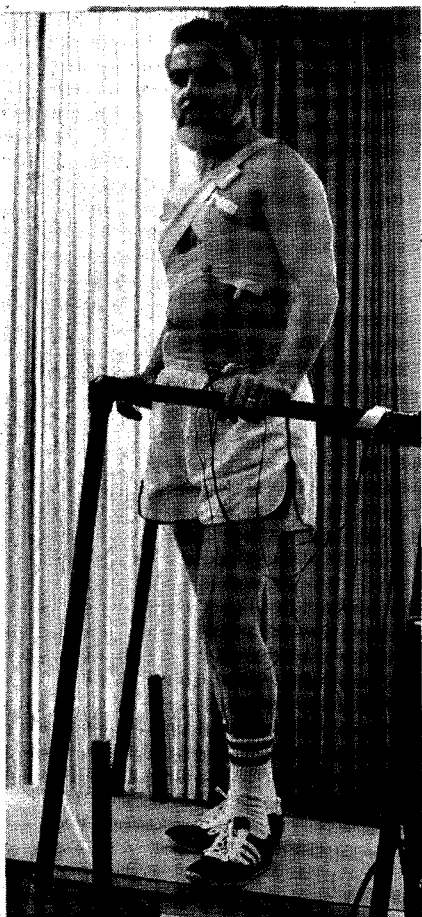
The doctor can further motivate people by having them keep personal records, in diary form, so that progress of deterioration in areas of concern can be evaluated periodically and appropriate changes in the program can be instituted. What better motivating influence can there be than if one keeps track for himself how he is progressing? It is a mutual commitment for the doctor and the individual to lay their cards open on the table and stop kidding each other.

In time, such procedures probably will become commonplace in this country. Increasingly, hospitals, clinics and

Saving Lives



Dr. Craig Wright, Xerox Medical Director, Rochester, checks equipment leads in preparation for stress testing on the treadmill. Heart monitoring equipment—electrocardiograph, oscilloscope and heart rate meter—is shown at right.



Wright stands ready for testing on the treadmill in the corporation's executive physical fitness laboratory. Use of the treadmill is done on a regular appointment basis, usually three times each week.

By William DeCarlo
Recreation Director
Xerox Corporation

In the 1960's we talked about saving executives through physical fitness programs.

In the '70's we're doing it.

Like any other company, Xerox is people. Its future rests with them. And with a substantial investment in its people, Xerox simply can't afford to have people fall prey to disabling illnesses or worse.

Physical fitness is more than freedom from disease. It is health plus the capacity to cope with the various stresses of life. The executive is a valuable, but vulnerable, asset. Bowing to the demands of business, he often neglects his own health.

Planned fitness needed

Without a planned and supervised fitness program, the executive may let his physical condition deteriorate. Fat may accumulate. He may lose muscular strength and endurance. He may experience a decrease in cardiovascular and cardiorespiratory efficiency. For some there will also be a decreased metabolic rate, slowed reaction time, loss of flexibility and loss of balance.

And premature deaths of young executives suffering heart disease will cost American industry more than \$2.5 billion this year.

Xerox aims its fitness program at cardiovascular health. Not only does it provide the framework to enable each executive to function at full potential from day to day, but offers the means for him to fight the statistics concerning heart disease.

And for the company, there's the value of retaining an executive in his prime as op-

posed to his personal loss, replacement cost and the intangible contribution he might have made in 20 years of additional life.

Our program — personalized circuit-interval training — is a system bringing both science and technology to physical condition. It employs six exercise stations under the supervision of a specialist in exercise physiology. A recent development, it employs exercise at sub-maximal stress. Our system assumes a participant improves his strength and endurance either by doing more work in a given period or by doing the same amount of work in a shorter period.

In emphasizing cardiovascular training, the system works concurrently with aerobic exercises initiated by Dr. Kenneth Cooper of the Air Force. Aerobics is a system of exercises stimulating the heart, blood and lung activity for a period long enough to produce beneficial changes in the body. Respiratory muscles will be strengthened to facilitate the rapid flow of air in and out of the lungs. A stronger heart will pump more blood and oxygen with each beat, and muscles will be toned-up throughout the body.

There are six stations in our circuit: warmup calisthenics, treadmill, body development machine, bicycle exerciser, a return to the body development machine and rope-jumping.

Treadmill most important

Normally a circuit takes 30 to 35 minutes to complete. Special emphasis is placed on the use of the mechanical treadmill because jogging is the most important factor of our program.

It is on the treadmill that the executives are given the stress test. Each man receives one before beginning the program and at six to twelve-month intervals afterwards.

by Stress

Stress testing consists of recording an electrocardiogram while the heart is literally under "stress". When a sedentary person is subjected to unaccustomed activity, his heart must work harder. And when the heart must work harder, it requires more oxygen for the muscle cells to function properly.

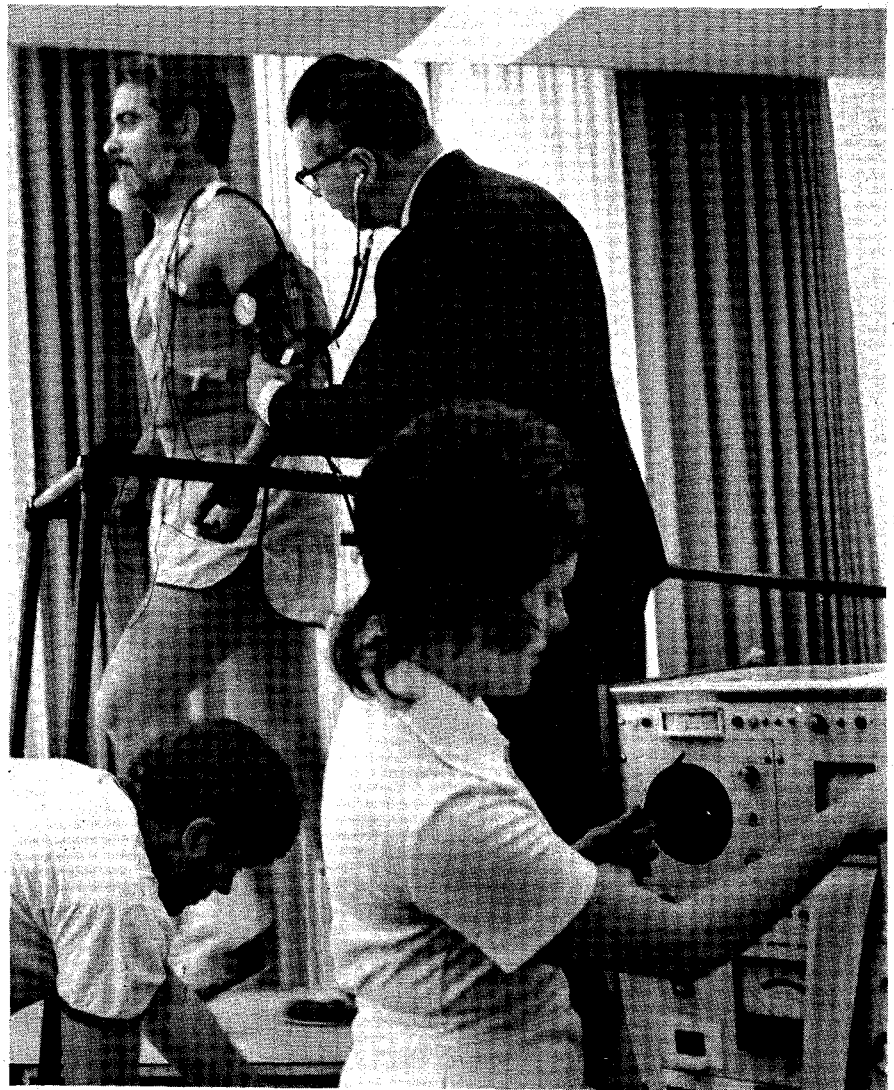
Under close supervision, the executive jogs on the treadmill while attached with leads to heart-monitoring equipment: electrocardiograph, oscilloscope and a heart rate meter. At the beginning the grade is set at 10 degrees. Every three minutes the treadmill grade is increased two degrees until the monitoring equipment indicates the executive has attained 90% of his maximum heart rate. Checking the equipment during the test are a physician, a technician and a fitness specialist. Blood pressure is checked before, during and after the test. And as a precaution, a defibrillator and pacemaker are on hand.

Program benefits

In general, the Xerox executive physical fitness program makes a man more productive. He feels better in the morning, handles his decision-making role more effectively and he sleeps better at night. And his heart rate is better. He will find he can do the same work load at the rate of 65 as opposed to the normal resting rate of 72. An additional benefit to the executive in a fitness program is the relief of tension.

He'll discover that taking an hour for fitness during the day will provide the stamina for two additional hours of work at the end of the day. And his family will find a more relaxed father.

Physically, the executive can hope to experience a lower resting pulse rate, lower level of cholesterol, decreased blood pressure, increased coronary volume, increased coronary



During stress testing on the treadmill, the executive's blood pressure is checked, the fitness specialist (Brent Arnold) increases the grade two degrees every three minutes and the technician (Mary Lou Schwartz) keeps watch over the heart-monitoring equipment.

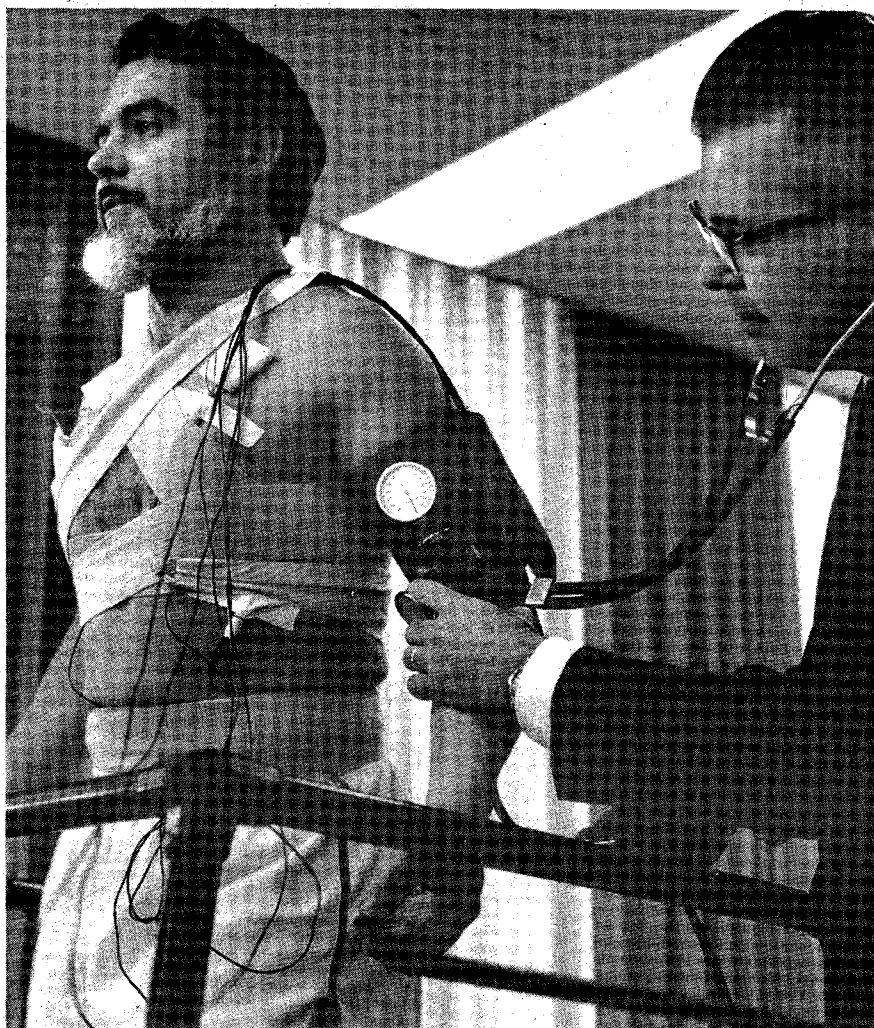
colateral vascularization and increased efficiency of peripheral blood distribution and return. And these are the means of keeping our executives alive, functioning day to day and fighting those statistics.

Because persons who exercise survive heart attacks more

frequently than those not on programs, Xerox provides modified plans of its executive physical fitness programs for persons having a history of cardiac problems.

Executives in the program may also make use of ultra-violet light
(continued on next page)

(continued from page 11)



Dr. Donald Koerner, Xerox medical staff member at right, checks blood pressure of his colleague, Dr. Wright. Pressure is checked before, during and after completion of stress test.

and sauna facilities for mental enjoyment and relaxation. Use of these facilities, as well as those of the fitness-multi-purpose room, is supervised by a fitness specialist who also develops the master schedule for use of the area by executives in the program.

The death of a top executive means loss of what is stored in his mind. If we can prevent one fatal heart attack, we will have paid for our physical fitness program for several years. ■

The author, in addition to his duties as recreation director at Xerox, heads the NIRA Research and Education Foundation.



His work in fitness at Xerox is both a result and a further stimulus to this foundation. Mr. DeCarlo is also a Senior Director for Region I.

Other Xerox Fitness Programs

Besides the Executive Fitness Laboratory, the Xerox Corporation also operates fitness and exercise programs for men and women at all levels of the organization.

When, in September of 1971, the National Jogging Association set aside one day during the month to be designated National Jogging Day, Xerox sponsored the event for the greater Rochester area and allowed the Association to use the jogging trail at the Webster, N. Y. Xerox site.

Robert E. Harloff, Mayor of Webster and Stephen May, Mayor of Rochester, both issued a proclamation on the day. The event was co-sponsored by the Association, Xerox, the Rochester Roadrunners and the YMCA.

The two-mile jog was held on September 18th, and a total of 120 men, women and children turned out to jog. Participants were both Xerox and non-Xerox affiliated. All participants were given certificates (sample shown on page 13) on completion of the job, which followed a black-top

surfaced path through scenic woods on the Xerox grounds.

Xerox physical fitness specialist Brent Arnold (shown at left in the top photo), NJA chairman and representative, coordinated the event.

Exercise facilities

In on-going programs, Xerox operates two sections of a regular fitness/exercise facility, one section for men (about 400 participate) and one for women (participation 150). These are in the same building as the exec-

utive laboratory.

The women shown in the picture at bottom right are working out during one of the four scheduled times available. Women may use the common facilities during the lunch hour one day each week, in the late afternoon (a special time slot for "exempt" or supervisory women), right after work or during the evening a few times a week.

While there is no woman on the exercise facility supervisory staff full-time, leadership is provided for the women by a part-time specialist who provides guidance and motivation. All Xerox fitness programs are completely supervised.

The women tend to choose activities more related to toning muscles and slimming, rather than a specific cardiovascular-respiratory fitness regimen. The reasons behind this, according to Bill DeCarlo, are twofold: first, the women are generally not interested in "getting sweaty", or an activity that might cause damage to one's appearance during a lunch hour workout; second, it is well-known to the women that they are eight times less susceptible to suffering a heart attack than their male counterparts.

The room shown in the photograph can comfortably accommodate about 25 people working out together at one time.

The Executive Fitness Laboratory has been in operation for about three and a half years, while the men's regular program was begun about five and a half years ago and the women's regular program about six months after that.

New programs

In programs planned for the future or currently being instituted, Xerox has:

(a) Vital capacity testing: this test—the capacity to exhale a sustained amount of air—has two purposes. The first is to provide a form of proof that the current conditioning programs are beneficial. The second is as a means to early testing for emphysema.

(b) A newly-inaugurated test during a participant's on-going fitness checks is the taking of blood pressure. This is done when first joining the program and at intervals during conditioning.




A jog around City Hall for Brent Arnold of Xerox, Webster (N.Y.) Mayor Robert Harloff and Rochester Mayor Stephen May.

THE FIRST ANNUAL JOGGING DAY

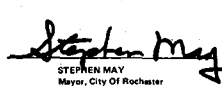

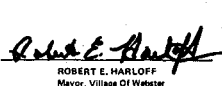
SATURDAY, SEPTEMBER 18, 1971
WEBSTER, NEW YORK

SPONSORED BY
THE NATIONAL JOGGING ASSOCIATION, XEROX RECREATION ASSOCIATION,
ROCHESTER ROADRUNNERS, AND THE ROCHESTER YMCA'S



Be It Known That

*Has Successfully Completed The 2 Mile Jog
On The Xerox Recreation Association Jogging Path
In Webster, New York On The First Annual National Jogging Day.*

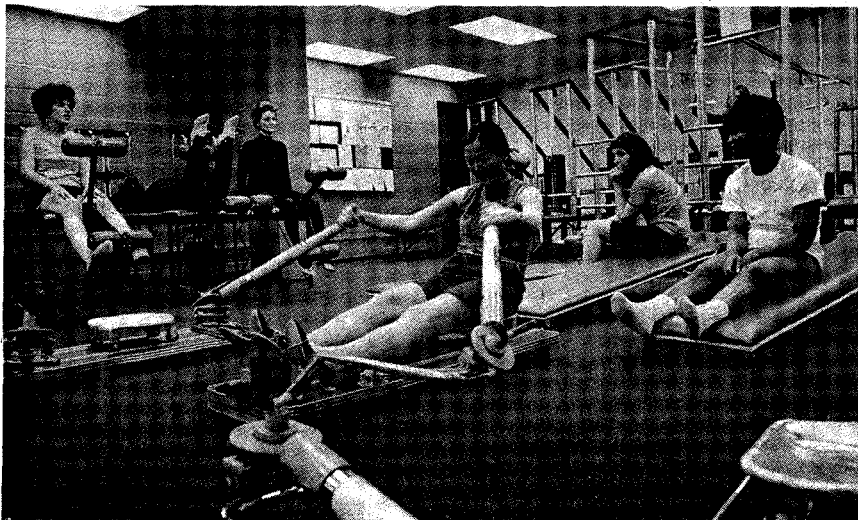
  

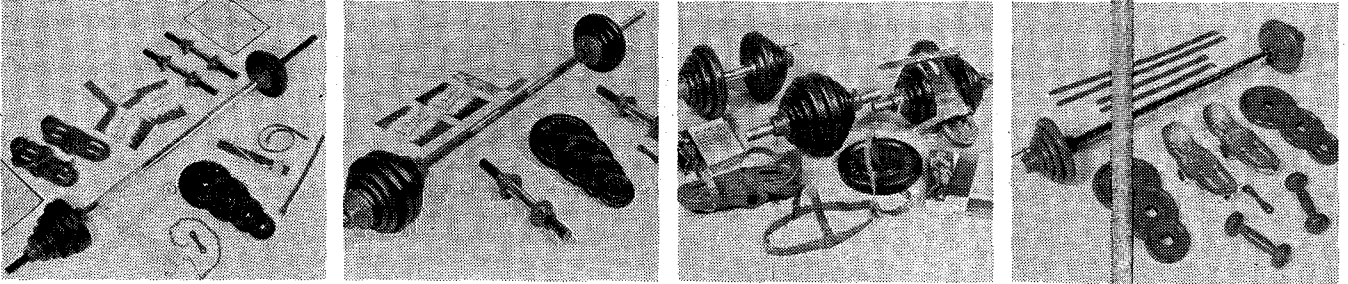
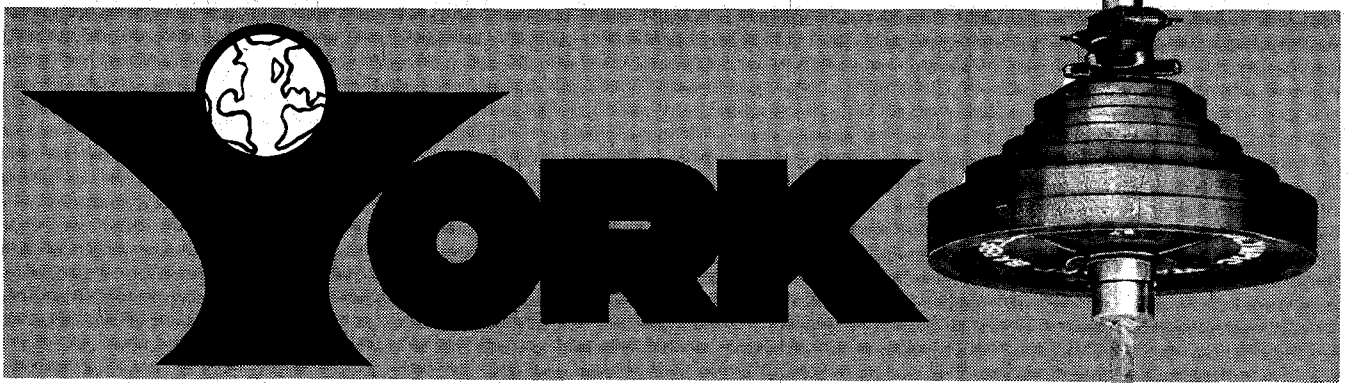
STEPHEN MAY
Mayor, City Of Rochester

W. BRENT ARNOLD
N.J.A. Representative

ROBERT E. HARLOFF
Mayor, Village Of Webster

Women take over the exercise room at Xerox.





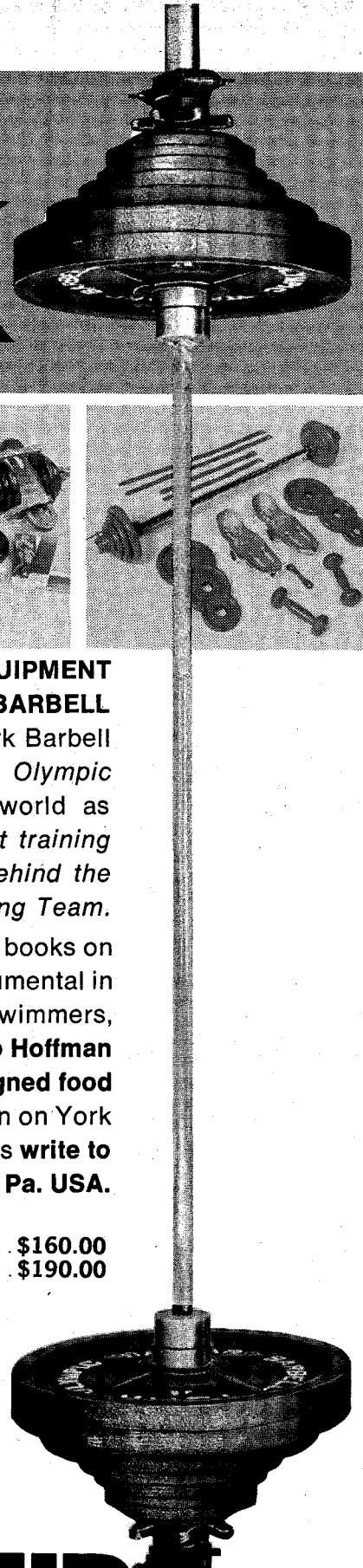
THE BEST AND MOST FAMOUS BARBELL AND GYM EQUIPMENT IN THE WORLD IS MANUFACTURED BY THE YORK BARBELL COMPANY OF YORK, PENNSYLVANIA.

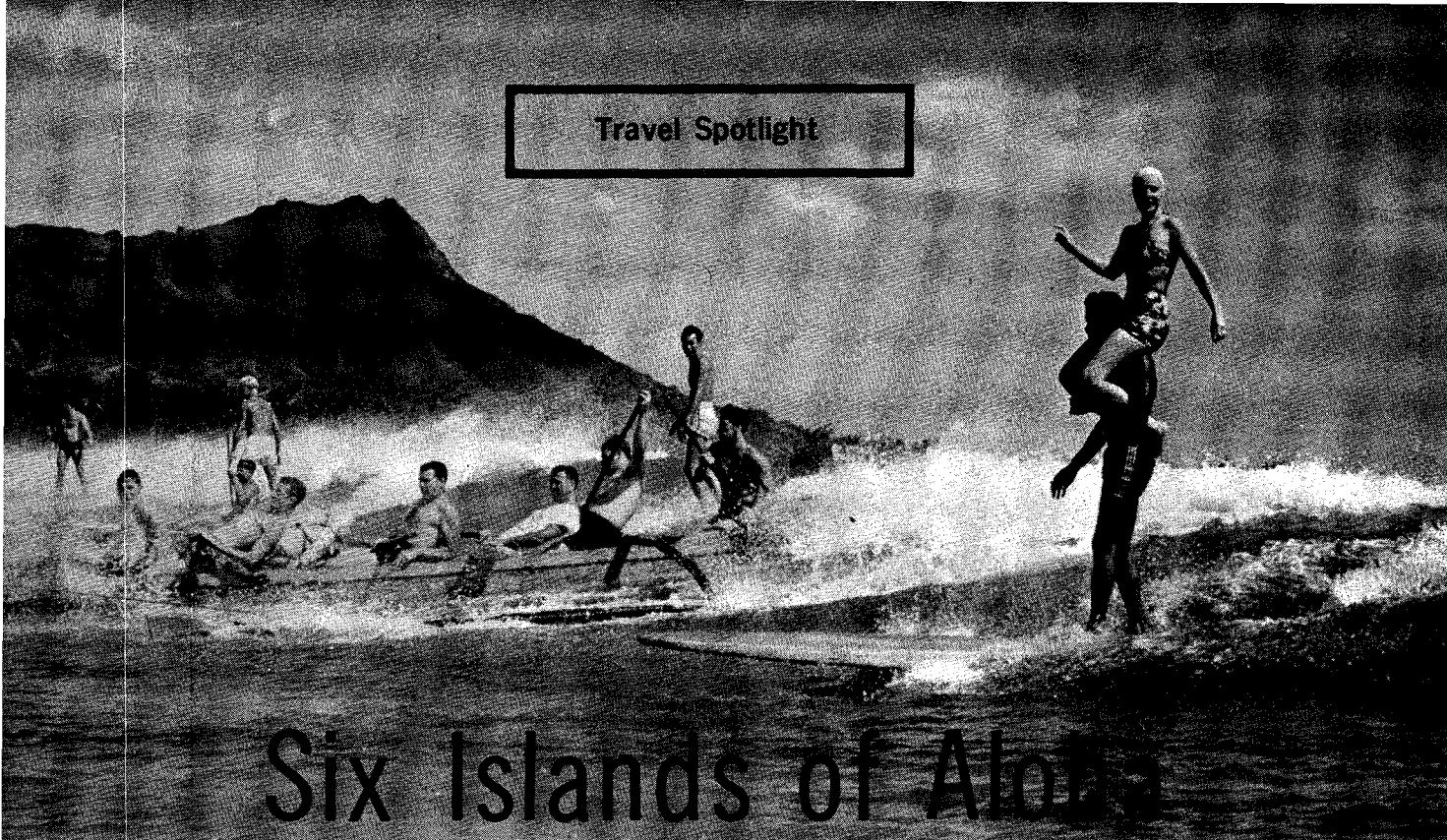
The world famous York Barbell Company is operated by Bob Hoffman, *six times USA Olympic Weightlifting Coach*. Bob Hoffman is known around the world as *the Father of American Weightlifting, the pioneer in weight training in athletics, and the financial support behind the American Weightlifting Team.*

York barbells and gym equipment plus Bob Hoffman's many books on weightlifting and weight training for athletes have been instrumental in making champions of many weightlifters, track stars, swimmers, football stars, and many other athletes around the world. **Bob Hoffman also manufactures a complete line of scientifically designed food supplements for athletes.** For free literature and information on York barbells, gym equipment, and Hoffman's Food Supplements **write to U.S. Olympic Coach, Bob Hoffman, York, Pa. USA.**

YORK OLYMPIC STANDARD BARBELL SETS: 310 lbs. ... \$160.00
400 lbs. ... \$190.00

The Official Barbell for the
1971 WORLD CHAMPIONSHIPS





Six Islands of Aloha

Hawaii is the Orient, Micronesia, Europe and the good old USA all rolled into one state.

The site for this year's NIRA post-conference tour is something anyone can't afford to miss, if only because of the wide variety of scenery and experiences in such a concentrated area.

What is it about Hawaii that makes it everybody's favorite spot? Perhaps it is that long-ago and far-away place we've all had visions of—a languid, dreamlike South Seas paradise where waves break on pristine beaches, hula maidens dance beneath the palm trees and islanders shake down a coconut whenever they're hungry.

Today's Hawaii is like that and it isn't, all at once. The hula girls are still there, but mostly they dance in nightclubs; the islanders are apt to be California businessmen or Chinese financiers; the beaches are still as breathtaking as ever. To the graceful airs and beauty of the old is added the tempo of the new. A visit to Hawaii today combines the nostalgia for the past with the adventure of the present.

The six islands that make up the area known as Hawaii are so different that the visitor has a wide choice of the kind of vacation he wishes.

Oahu (the Gathering Place)—most tourists head for Oahu for

here is the famous Waikiki Beach, historic Pearl Harbor, Honolulu's bustling commercialism, Sea Life Park, the Punch Bowl and the Polynesian Cultural Center. Away from the glittering nightlife and tourist attractions, you'll find the tranquility of Makaha Valley and the miles of sugarcane and pineapple fields.

Kauai, (the Garden Isle) in direct contrast to Oahu, is characterized by deep green valleys brimming with dazzling bouquets of tropical flowers. It is the oldest (and many claim the loveliest) in the chain and had a featured role as the mythical "Bali Hai" in the film of "South Pacific".

Maui (the Valley Isle) acquired its nickname from the great sweep of rolling valley that links the two volcanoes which formed the island. Mile after mile of white sand beaches parallel scenic drives past mountain cascades and pools. Lahaina is a bright town whose rowdy whaling past is recalled in shops and celebrations. It is linked by a quaint narrow-gauge railroad with the resort area of Kaanapali.

Molokai (the Friendly Isle) is a relative latecomer in Hawaii's tourism development. It offers the sweep of Hawaiian history, from taro farms and fishing villages to the modern world of ski-boats and challenging golf courses. The island is only 37

miles long, and there isn't a single traffic light, a reason for the ready sights of island deer, goats and boars. Here is where you can really "get away from it all".

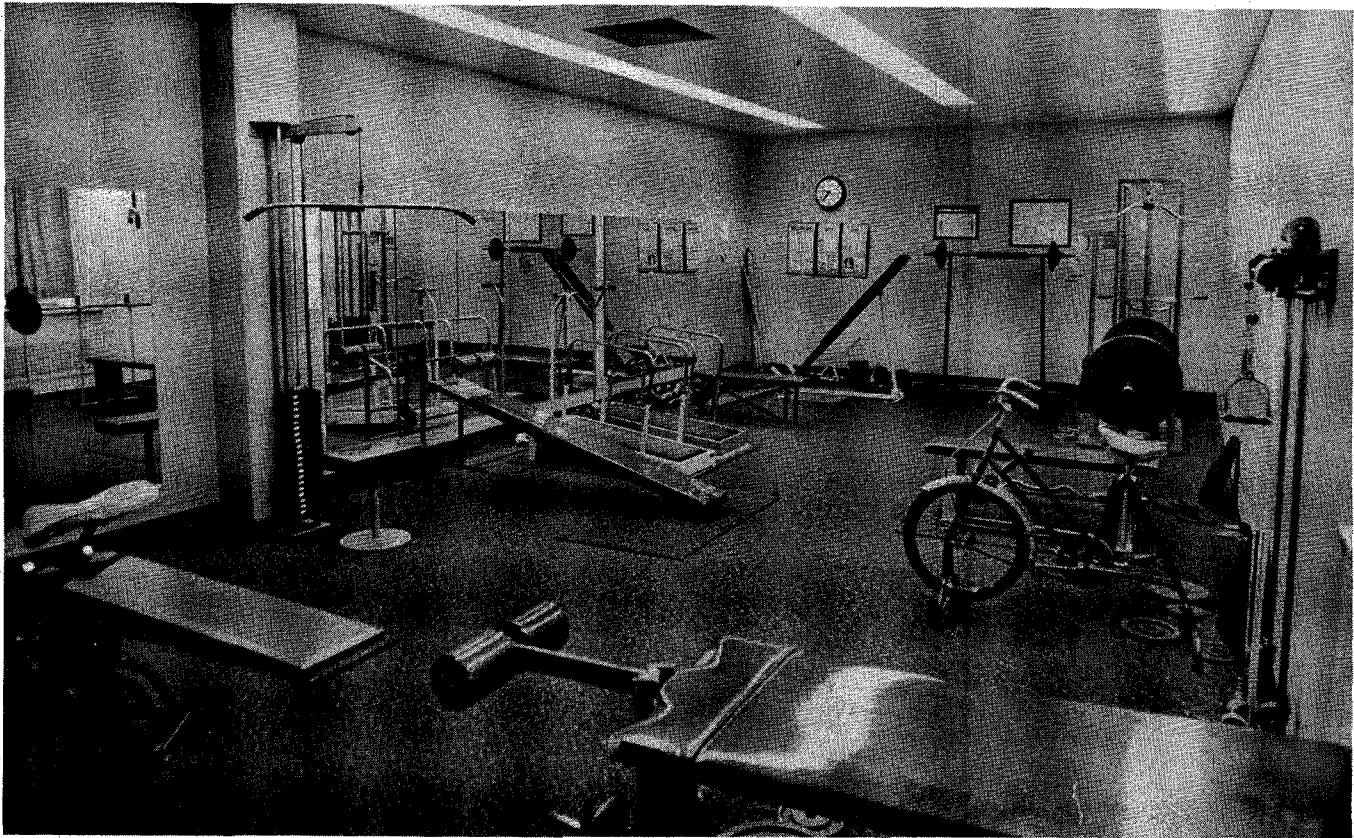
Hawaii (the Orchid Isle) is called The Big Island for good reason. On the 4,030 square miles, two active volcanoes continue to bubble away by the black sand beaches and wild orchid plantations. Here, too, is the famous Parker Ranch, the second largest cattle spread in the United States, along with acres of dense forest, and outdoor temples and petroglyphs. You can ski down Mauna Loa or water ski on the waters of the Kona coast, hike through valleys or horseback ride through desolate lava flows.

Lanai (the Pineapple Isle) is the smallest of the six, an island of undulating hills, restful beaches and jagged peaks. You can drive to a mountaintop for a spectacular outlook of the entire island, then go down to explore Kaunolu, once a favorite fishing village of Hawaiian royalty. The whole island is primarily a Dole Packing Company plantation and has only one hotel, the Lanai Inn.

Sporting events abound in the islands, which are naturally not hindered by rain-outs (at least not too often) or other such difficulties. The six islands have more than 30 golf courses, both

(continued on page 28)

They don't take



This 17 by 34 foot exercise room is only part of Nationwide's 1,000 square foot fitness facility.

**By Martha Daniell, CIRA
Recreation Director
Nationwide Insurance**

With 3,200 desk-bound employees on its home office staff and a business based on life expectancy statistics, the Nationwide Insurance organization in Columbus, Ohio, is fully aware of how hard it is to keep physically fit when jobs are mostly sedentary.

So Nationwide encourages its personnel to actively engage in planned physical fitness — and provides on-premises facilities where employees may tone their muscles, exercise their cardio-

vascular systems and get professional guidance and counsel for individual fitness programs.

Nationwide's facility comprises over 1,000 square feet of space in a building that the company added to its home office complex seven years ago. It includes a 17 by 34 foot exercise room, a locker room with an adjacent sun-and-heat lamp stall, a small conference room and rooms with shower and toilet compartments.

The area is reserved for male employees on Mondays, Wednesdays and Fridays and for women employees on Tuesdays and Thursdays. On weekends and holidays the rule is first-come, first-served — and usually

it's the men who drift in for extra-long workouts. Occasionally, there are fitness clinics for sons of employees on Saturday mornings.

The facility gets its heaviest use at lunchtime breaks, although it is always open: some Nationwiders like to exercise before work, others prefer to wait until the working day has ended and some data processing personnel on the swing shift use the facility in the middle of the night.

When things got started in 1965, the fitness equipment included a wall pulley unit, a health bicycle, a rowing machine, olympic bar and barbells with a

risks with fitness.....

supine press bench, two smaller sets of bars and barbells, some mats and a couple of skip ropes.

Added since then were two sit-up boards (one with a wall-type rack), a pair of neath walkers for in-place jogging, two curling bars and barbells, an adjustable dipping bar and a squat rack. Also added were a chinning bar, solid-type dumbbells from five through 90 pounds, incline bench, a curling bench, a latissimus machine, a leg extension machine, a three-way exerciser and strength tester, iron boots and about 400 pounds of miscellaneous weights.

The most recent acquisitions are more sophisticated and more costly: an Exercycle with Personal Exercise Planner, purchased in January 1971, and a recently-installed circuit training gym.

The Exercycle — a stationary, motor-propelled bike-like "vehicle" with rotating handlebars — creates a pump-pull exercise sequence. It is connected to the Personal Exercise Planner, an electronic device that varies the amount of work needed to drive the apparatus. The planner alternates periods of rest with periods of work, measures the amount of work (energy) expended and times the exercise sequences, using lights to tell the rider what to do. The combination devices develop routines that exercise the body's major muscle groups, particularly the heart-lung system.

The circuit training gym is an extremely versatile exerciser that takes up a relatively small amount of space and can be used by as many as three people simultaneously. It, too, conditions and exercises all of the body's major muscle groups.

Three of its four sides are used for physical training. Each has its own adjustable stack of weights, connected by cables to various push-pull attachments and

ancillary apparatus. Just one of the sides provides 18 different exercises including two-arm curls, bent and upright rowing, tricep extensions, standing and prone presses, chinning, tricep dip bar, deep knee bends, leg presses and behind-the-neck presses.

The stacked weights concept is a major improvement over the facility's older equipment, which had to be adjusted mostly by lifting on or off individual weights of up to 90 pounds each. The new piece allows instant weight selection and quicker, safer exercising. And it takes much less space than separate equipment takes for the broad variety of routines it can provide.

Ten full-length mirrors line one wall of the exercise room. In the spring of 1969 a raised plywood false floor was installed in the room and lush red-on-maroon carpeting was laid wall-to-wall (to facilitate cleaning and maintenance and to deaden the sound of bouncing weights in the seventh-floor offices underneath).



Nationwide's circuit-training gym.

In addition to its gym-like area, Nationwide's home office has had a 145-yard (12 laps to a mile) jogging track on the top floor of its parking garage since the fall of 1970. Sides are open but a roof covers the entire area, and it's a rare day when weather prevents jogging. Equipment includes a flashing sign to warn motorists when jogging is in progress, a large clock with sweep second hand and locker and shower facilities for each sex which are separate from the regular work-out facilities.

The regular locker room contains a health-o-meter scale, 20 double-tiered lockers (preset to operate for a refundable 25 cents), folding chairs and open shelving. There is a towel rental service and soap is provided.

In the counselling area, Nationwidens are advised to talk to their physicians before undertaking any strenuous workouts. They may consult Dr. Paul Metzger, Nationwide's health and medical director, about the shape they're in and the type of

(continued on next page)

fitness program they should try.

Consultant for program planning is James J. (Jim) Lorimer, an attorney and former FBI agent, who labors full-time as director of Nationwide's government relations office and part-time (as a work of love) as head of the exercise room.

About 200 of the company's home office employees are now enrolled in the physical fitness facility, with about 60% of the enrollees women. Every month each enrollee confers with Lorimer about his individual program — the progress he's made and what exercises he plans during the next month.

Also each month, members get individual fitness calendars. On these they record their day-by-day exercises for personal evaluation, and for their next critique with Lorimer.

New enrollees get extensive orientation lectures from Lorimer, who carefully explains the use of various pieces of equipment. This indoctrination is credited with the absence of injuries (aching muscles excepted) that Nationwide's program has experienced to date.

Lorimer is well-qualified as a fitness consultant. He is a physical fitness practitioner; no one works harder or more regularly in the exercise room than he. He has served as an advisor on conditioning at the Columbus YMCA and has conducted a boys' weightlifting program in suburban Worthington. On the national level, he has coached the U.S. Women's Track Team and been involved in planning and presentation of the Pan-American, Soviet-American and Olympic games. He is presently a member of the U.S. Olympic Committee for Weightlifting.

In 1965 Lorimer received an award from the Columbus Jaycees for outstanding contributions to physical fitness in his home community. He later went on to win regional and national honors from the Jaycees, including selection as one of the three top fitness leaders in the United States. And in 1966 he was recognized by the City of Columbus and received an award from the National Recreation and Park Association for outstanding contributions to the recreation movement in Central Ohio. ■

Executive tension, and all its consequences, is part of our twentieth-century organization folklore. Actually, conscientious people at all levels of a business are subject to tensions, frustrations, long hours and other obstacles to sound physical, mental and emotional health.

Management is becoming alert to the contribution behavioral science can make to the effectiveness of the business organization by seeking to design the work culture so that as the employee contributes to business objectives, he is making progress toward his own personal objectives. You are probably familiar with key words in the behavioral science vocabulary — candor, participation, commitment, supportive relationships. This isn't a treatise on behavioral science. Rather it is to make the point that here is a valid concept that really works. Everybody wins and nobody loses. It certainly isn't paternalism. It is good business, good corporate citizenship and good human relations. It is equally good business, good citizenship and good human relations to be concerned about employee health.

Personal experience with running, cycling and swimming makes me an enthusiastic supporter of Dr. Kenneth H. Cooper's aerobics program. Real fitness requires real work and discipline. Good intentions are often sabotaged by procrastination or lack of convenient facilities. The company cannot force an employee to be fit any more than it can force him to be honest. The company can help to create conditions that encourage the employee to follow a good fitness program. Company efforts might include promotional information, advice from the company doctor, in-house exercise facilities and partial subsidy of YMCA or Athletic Club dues.

Certainly the company's recreation program should not be aimed at merely amusing people in their leisure hours. The enlightened company will be interested in the whole person, including his physical health. A fit person is good company for himself and others. Everybody gains. The employee enjoys a fuller, maybe longer, life. The company gets a more effective employee. This contributes to a better community.

Biologically, man has not changed in hundreds of years. Despite all the machines man has invented to do his work, he is still dependent on his heart, lungs and other muscles for basic functioning. These require physical activity if they are to be in condition to serve. There is no short cut to fitness. It cannot be bought. No one can give it to you. It must be earned by work. A person's mind, body and spirit will be only as strong as he makes them by using them.

Fitness does not just happen because one has a little recreation or engages in competition. Fitness must be planned. It requires activity for each major muscle group of the body. Fitness for living is an everyday affair. It belongs in one's pattern of living as much as brushing one's teeth.

Live to be fit, and you'll be fit to live.

Ohmer O. Crowell
Vice President - Personnel
Nationwide Insurance Companies

Meet Your Board

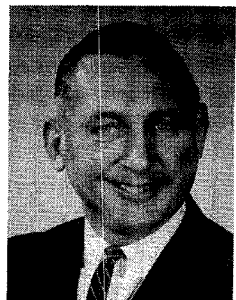


John Meyer (CIRA)



John Meyer has for the past six years been corporate director of industrial recreation and employee sales at Motorola, Inc. The past three years of that period have been "particularly exciting" to him, primarily because of the success the company store has achieved as his brainchild. Meyer says the store has grown to ten times the business of three years ago, and this extra profit is, happily, being put right back into the employee recreation program. These additional funds have allowed the annual Christmas kiddie show to grow from cartoons to a full circus and 1,500 to 7,500 attendance and have subsidized group ticket purchase for local theatres. "My affiliation with NIRA has certainly prompted many good ideas in how to develop the store," he adds. Meyer sees NIRA's role in the future as a medium for a greater sense of professionalism in the field.

Eugene Miller



Gene Miller, as Recreation Director at Michigan Bell, supervises 19,600 activities participants, more than half his company's employee total state-wide. In the position since 1964, he came to the job after volunteering weekends for the former director while working in personnel. Current president of Detroit's Industrial Recreation Association (his second term), Gene started the popular "Jetaway Golf Classic", which matches Illinois Bell and Michigan Bell in an annual tourney being held this year in Spain.

Although Michigan Bell has never won, Gene ruefully admits, his excitement is shared by more than 500 others expected this year. Gene encourages other NIRA members to think more in terms of year-round programs and further retiree projects. He's right now looking forward to hosting this June's national conference opening ceremonies for the second year in a row.

Fred A. Wilson (CIRA)



Fred A. Wilson is manager of Employee Activities at Scovill Manufacturing Company. After gaining degrees in physical education and recreation, he started in the field as a coach in West Virginia and Connecticut schools. He joined Scovill in 1944 and assumed the responsibility for developing facilities and promoting a broad range of employee activities. His success in this endeavor is evidenced by Scovill's being the recipient of the Helms award on two occasions. Wilson has been active in NIRA since its inception, both as board member and in executive positions. "NIRA has, over the years, been an invaluable source of information through the office, conference and many dedicated men and women in the field," he says. "These professional contacts have aided tremendously in the development of program and facilities."

In Las Vegas The Flamingo is a great place to roost.

Located in the heart of the glittering "Strip," the Fabulous Flamingo Hotel gives you all of Las Vegas in one dynamic resort complex. 800 newly redecorated rooms and suites. Four fine restaurants, including the world famous Candlelight Room and the unique Speakeasy Restaurant & Saloon. Top stars like Don Ho, Sergio Franchi and Myron Cohen performing nightly in the Flamingo Room and the Casino Theatre. A shimmering Olympic pool surrounded by acres of tree-shaded lawns and gardens. The Flamingo is Las Vegas.



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news in brief

English faire set for May in Los Angeles

Henry VIII would quiver with delight at the prospect of the 10th Annual Renaissance Pleasure Faire and Springtime Market, scheduled for every weekend in May in the Los Angeles area.

The pageant recreates English faires during the reign of the Tudors. Los Angeles craftsmen market olde English wares and traditional foods are served. Fair damsels occupy kissing booths as young gallants fight for their favors. The works of Elizabethan playwrights are performed by various troupes. Strolling minstrels and lutenists abound.

Faire-goers are urged to dress in 16th century garb, and costumed spectators who arrive on horseback are admitted free.

Call (213) 656-FAIR for directions, costume information and details.

Bike safety tips

Only a stronger emphasis on traffic safety will help prevent bicycle deaths and accidents this summer, says the National Safety Council.

The growth of cycling as a popular family sport has brought with it 850 deaths and 39,000 injuries in bike - traffic accidents in the last year.

Post these bike safety hints for your company cyclists:

- Drive on the right side of the road, in the same direction as traffic. Obey all traffic signs and signals, using both hands except when signalling the intention to stop or turn. Carry all books or packages in an attached basket.

- Never "hitch a ride" from another vehicle. Always ride

single file, keeping a safe distance from the vehicle ahead. Be especially careful of intersections as well as parked cars doors opening into your path.

- Only one to a bike, unless it is a tandem model or an adult bike with a special baby seat.

- On entering traffic, always stop to look for other vehicles and pedestrians, allowing them the right-of-way. Walk the bike across busy intersections and all railroad crossings.

- Watch out for slippery surfaces such as sand, gravel or dirt collected along curbs.

- When riding in specially designated play areas, look out for children playing. Holes, rocks and low-hanging branches are all potential hazards.

What size bike should you ride? The general rule is that the bicycle should fit the driver. That is, when seated on the bike, the ball of your foot should be able to touch the ground without stretching your leg or leaning the bike to one side.

Equip your bike with a horn or bell that can be heard 100 feet away, a front light visible from 500 feet and a red rear reflector visible from 300 feet.

Learn the various parts of your bicycle and check to make sure they are in good working order. Have brakes and gear systems repaired only by trained mechanics.

Transpo '72 runs May 27 through June 4

Dulles International Airport, fittingly, is to be the site of Transpo '72, an international exposition of transportation products, systems and technology, May 27 through June 4 in Washington, D.C.

Authorized by Congress, supported by the President and

produced by the Department of Transportation, the largest showcase of its type expects over a million visitors. Exhibits, demonstrations and displays detailing advances in all modes of transportation — land, sea, air and space — are scheduled. Entertainment will be provided daily by such crack acrobatic teams as the Navy Blue Angels, the Air Force Thunderbirds and the Army Golden Knights. A truck rodeo is also featured.

Other events includes a series of symposia on such subjects as air and surface transportation, electronics, meteorology and air cargo.

How to ease Commuting

Few work districts are as heavily congested as lower Manhattan, but an idea which is easing the problem employees have in getting to work on time there may be useful in other less-congested areas. An association executive and an official of one of the commuter lines supplying the district have been persuading some local employers to alter their work hours to relieve pressure on the transportation system at 9 a.m.

In about a year, these agencies have persuaded employers of over 100,000 people to change starting times up to a half hour or more on either side of the peak period. Now, traffic is down 26% during the 9:00 to 9:15 a.m. period at three local subway stations, and it has gone up 24% at the less-crowded 8:30 to 8:45 period.

Now the 3-day Work week!

The Thomas J. Lipton Company has switched three plants to three day, twelve-hour-a-day work weeks, but not all the employees like it.

The twelve-hour day is broken by a 27-minute lunch period and four 15-minute breaks. Employees who liked the schedule told an outside interviewer that it gave them more time to be with their families, more time to do things around the house and greater leisure. They tended to

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Unused or undeveloped areas in your facilities can be turned into fitness centers in a few hours.

Allow Viking Sauna . . . the world's leader . . . to review your floor plans and requirements to give you free designs and budget estimates on your needs.

We not only founded the sauna industry in the United States twelve years ago but with our network of stocking installing distributors, located in all parts of the country, we can have professional assistance to you in hours.

Viking Saunas are rapidly becoming a way of life for industrial clients as well as architectural, builder-developer, and the recreation field in general.

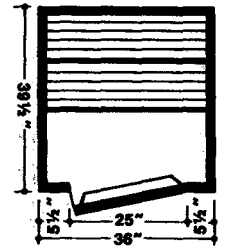


The Viking Sauna

The Solo and Duo Saunas*

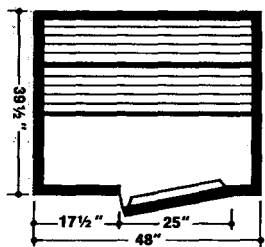
These are the 'big-city' saunas. The units that fit in everywhere. In executive offices. Hotel and motel rooms. Private bathrooms, dressing rooms, bedrooms. You name it.

The Solo® Sauna measures just 36" x 39½" and stands just 6'6" high. The Duo® measures 48" x 39½". The heater, controls, light and patented Vent-Window® are built right into the door.



Solo Sauna

In fact, the door is so complete in itself that you can line an unused closet with redwood and add our Solo Door. Instant Sauna! The Solo, the Duo, and the Solo Door are all UL listed.



Duo Sauna

The Solo and Duo Sauna go up anywhere in minutes, using the same locking devices found in all our pre-built units. The prefinished mahogany exteriors and redwood interiors make them a handsome addition to the most beautiful home or office.

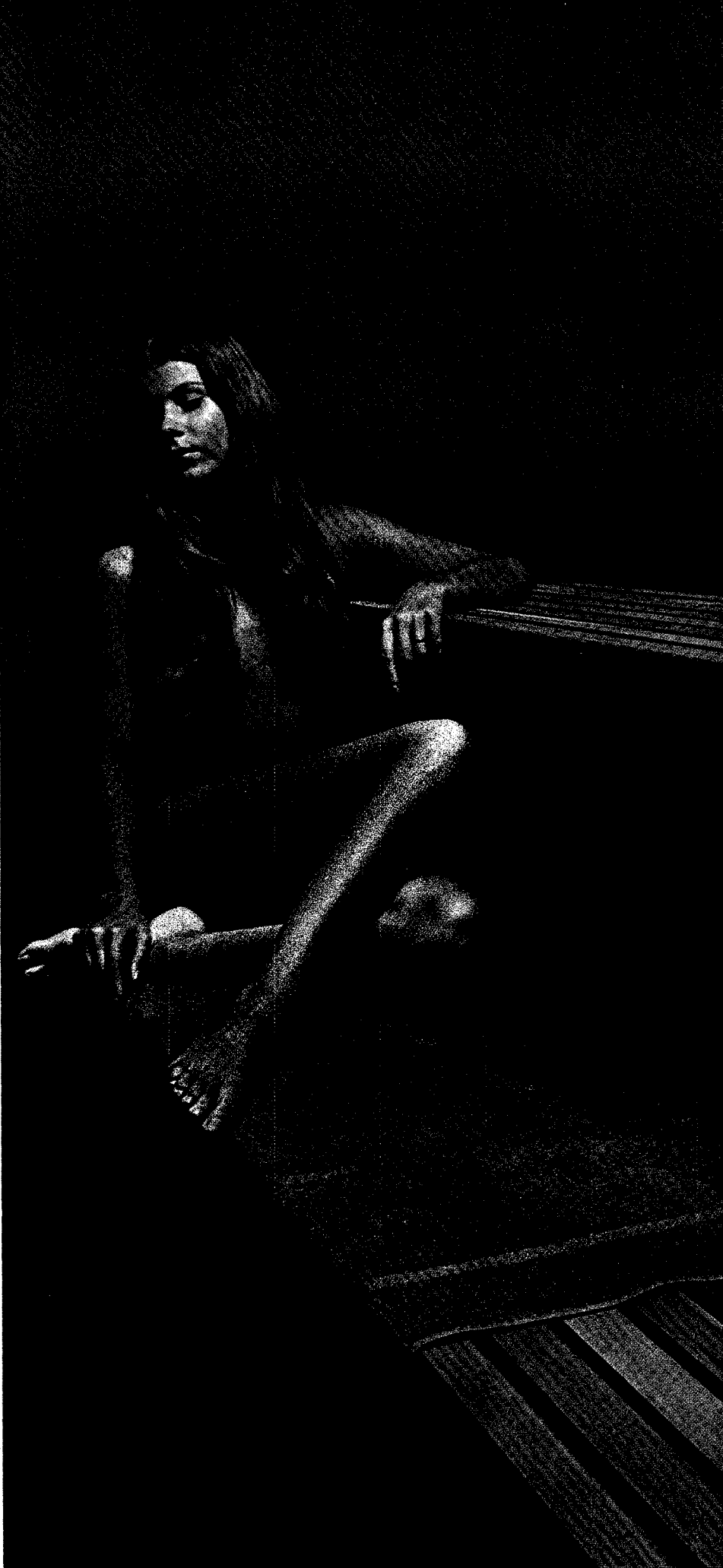
The Solo and Duo controls have many unique features. Such as preselection of a future starting time of up to 12 hours, automatic shut-off at the end of selected time, and a personal sauna timer that lets you know when your time is up. No special wiring is required.

A standard household 120-volt plug receptacle will provide the power. The Viking Solo and Duo are virtually automatic. A splendid virtue in saunas.

The all-new Viking Econoline[®] for builders

Introducing an exciting new low-cost line of saunas for the profit-minded builder, models 16 through 72. These five new models have the same configuration as the Pre-Builts, but an all new innovation is featured which keeps the cost low and the quality high. The innovation is VIKALON[®], a new interior liner developed for Viking. VIKALON offers the same heat retention characteristics of redwood at a much lower cost. It's completely washable and extremely durable. The all-new Viking Econoline for builders now makes it possible to feature the attractive luxury of a Viking sauna in even the most modest homes and apartments.

Take a moment and send us a sketch or a preliminary drawing of the area you are considering for your sauna. Our designers will review it and return a recommendation and quotation for your consideration.



be male mechanics who look after machines, those who enjoy camping and pursuits that go with increased time off, and single women who like the longer periods away from work.

Those generally opposed to it were fathers of preschool children and married women who objected to 12-hour swing shifts during which they failed to see their husbands or their school-age children.

Fitness council sets national conference

The Business and Industry Advisory Committee (chairman: W. W. Keeler, chairman of the board, Phillips Petroleum Company) of the President's Council on Physical Fitness and Sports has determined that efforts should be made to provide industrial leaders with more information about employee participation in physical fitness and sports.

In an effort to provide leadership in this direction, the council will conduct a national fitness in industry conference in Washington, D.C. June 28-29. The purpose of the conference is to provide the top industrial leaders of our nation who employ 65% of the work force with suggestions as to how they can provide opportunities for employee participation in exercise programs.

The Council is also planning regional spin-off fitness in industry clinics following the National Conference. Hopefully, these meetings may be the springboard for many industrial leaders to establish and/or gear up programs for their employees.

We'll keep you posted on the conference results and findings.

Hydro-foil races in South Dakota

Lake Sharpe in South Dakota has been selected as the site for the 1972 East-West National Boat Racing Championships. The hydro-foil races will be run on the river near downtown Pierre on July 22 and 23.

The National Outboard Assn. has called Lake Sharpe "one of the finest boat racing facilities in America."

More than 300 racers from around the country are expected to compete for the \$3,100 prize money. There will be five classes of competition on the mile-long course.

Working as Hard as you can?

The answer to this question probably depends on your age, as well as what kind of work you do.

Productivity—output per man-hour of work—was the subject of hearings by the Joint Economic Committee of Congress that began in April at the urging of Sen. Charles H. Percy (R-Ill.). Productivity in this country, he said, is not what it used to be. Other nations are increasing productivity faster than the U. S.

Percy cited a Gallup Poll that showed 57 per cent of workers thought they could accomplish more if they tried. The figure was 72 per cent among those 18 to 19 years old. UAW president Ken Bannon recently wrote that "the traditional concept that hard work is a virtue and a duty, which older workers adhere to, is not applicable to younger workers."

Nature trail for the blind and sighted

A new nature trail designed to feature many wonders of nature for both the sighted and the blind was dedicated in April by the Allegheny County (Pa.) Commissioners, the Mt. Lebanon Junior Chamber of Commerce (Jaycees) and the Greater Pittsburgh Guild for the Blind.

The trail is the second (the first was completed in 1970) in County parks with aids for blind persons. The County Parks, Recreation and Conservation Dept. helped the Jaycees plan and build the trail in a remote area few people knew existed.

"On advice from the Guild," said Project Chairman Jan Swensen, "we have refrained from using excessive aids for the blind. They told us that blind persons have a much more rewarding experience with nature if we do not use too many man-made aids."

There are written and braille

signs at 33 points of interest along the half-mile trail. These include a miniature waterfall, three bridges and four culverts and many felled trees.

A parking lot for 50 cars has been provided at the trail entrance. The trail may be doubled in length eventually, planners said.

\$1 billion committed for outdoor recreation

Secretary of the Interior Rogers C. B. Morton notes that more than \$1 billion has been committed for public outdoor recreation areas and facilities throughout the Nation through the State Grant portion of the Land and Water Conservation Fund.

The Fund is a major instrument for implementing President Nixon's "Legacy of Parks" program. It provides matching grants to State and local units of government for acquisition and development of outdoor recreation areas.

During his administration, the President has requested appropriations of nearly \$700 million for the program. When combined with State or local funds, the eventual total investment will be \$1.4 billion.

In his 1972 Environmental Message, the President said, "The need to provide breathing space and recreational opportunities in our major urban centers is a major concern of this administration."

"The Land and Water Conservation Fund, which has provided more than 7,500 grants to States and their political subdivisions—many for recreational facilities in urban communities—is effectively helping us realize the President's goal," Secretary Morton said.

Park - to - Park highway proposed

The Department of the Interior has introduced a proposal to establish John D. Rockefeller, Jr. Memorial Highway to link Yellowstone and Grand Teton National Park.

Humor-minded campers may soon be travelling Rocky Road.

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DAILY RATES Single \$17 Double or twin \$21 Suites \$30-75		

POST CONFERENCE TOUR

NIRA and its associate members Hawaiian Holidays, Hilton Hotel Corporation and United Air Lines, have created an "Executive Familiarization Package" especially for you. You may enjoy all the hospitality and beauty of Hawaii at a ridiculously low price and relate this beautiful land to your employees.

Experience the Aloha spirit first-hand by discovering Honolulu, Waikiki Beach and sightseeing the whole island of Oahu for 3 days, then to the island of Maui for 2 days where you can enjoy the Pacific's finest swimming beach and championship golf course. Maui is followed by 2 glorious days in Kona and a sightseeing visit to Kilauea Volcano, the Giant Tree Fern Forests and the Orchid Nurseries before you depart to the mainland. Return will be to Los Angeles.

Depart San Francisco Monday, June 19 - Depart Hilo, Hawaii Sunday, June 25.

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plus airfare tips and sightseeing - HAWAIIAN HOLIDAYS
to and from
Hawaii 3 islands, inter-island airfare - UNITED AIR LINES

NOTE: This package must be purchased from United Air Lines/NIRA at time of booking flight from your home to take advantage of reduced air fare for Oakland-Hawaii-L.A. and inter-island air portions. Meals, golf, etc. at your own choice.

WOMEN'S PROGRAM

THURSDAY June 15	FRIDAY June 16	SATURDAY June 17	SUNDAY June 18
<p>11:00 A.M. Registration opens.</p> <p>6:30 P.M. Official Conference Opening Banquet and Dinner Show.</p>	<p>8:30 A.M. Breakfast and Get Acquainted Meeting.</p> <p>10:00 A.M. Chinese cooking by one of San Francisco's leading gourmets. Lots of samples, too.</p> <p>12:00 Noon Join the men for the "Employer of the Year" Award Banquet. Oklahoma Bar-B-Q with water show pool-side.</p> <p>3:15 P.M. Bus tour of Oakland, Jack London Square and the Lake Merritt area.</p>	<p>6:00 P.M. Grand Opening of Exhibits with reception and hors d'oeuvres. Frequent merchandise drawings.</p> <p>9:30 P.M. Transportation and tours available to Jack London Square.</p> <p>8:00 A.M. Breakfast with the Delegates and Exhibitors.</p> <p>10:00 A.M. Bus tour to the beautiful Napa Valley to visit the renowned Wineries. Lunch and wine tasting.</p> <p>5:00 P.M. Exhibit Hall reception and hospitality party. Frequent merchandise drawings.</p> <p>8:00 P.M. Transportation and tours available to San Francisco's Chinatown, Fisherman's Wharf, Nob Hill and Telegraph Hill.</p>	<p>9:00 A.M. Breakfast with the Delegates and Exhibitors.</p> <p>9:45 A.M. Grand Finale Jamboree of Exhibits. Frequent merchandise Drawings.</p> <p>1:00 P.M. Bus and shopping tour of San Francisco. Visit the Cannery, Ghirardelli Square, Fisherman's Wharf and all the fantastic shops of this magnificent city.</p> <p>7:00 P.M. President's Dinner Dance and Show.</p> <p>Prepare for Monday departure to Hawaii and a week's pleasure in the sun and gorgeous islands of the Pacific.</p>

31st NATIONAL NIRA CONFERENCE & EXHIBIT "PARTNERS IN PROGRESS"

Oakland, California • June 15-18, 1972

PROGRAM AT A GLANCE

THURSDAY
JUNE 15

FRIDAY
JUNE 16

SATURDAY
JUNE 17

SUNDAY
JUNE 18

A.M.

P.M.

EVE

<p>8:30 - 11:00 Executive Committee Meeting</p> <p>11:00 Registration and Information Opens</p>	<p>8:00 Exhibitors Start Setup</p> <p>8:00 Registration and Information Opens</p> <p>8:30 - 10:00 Regional Breakfasts and Business Meetings</p> <p>10:15 - 12:00 General Session: "How Ruling Organizations Affect Your Program"</p>	<p>8:00 Registration and Information Opens</p> <p>8:00 CIRA Breakfast and Awards Ceremony "CIRA's Obligation to the Profession" "Research Methods for Recreation"</p> <p>8:00 Breakfast for All Delegates and Exhibitors</p> <p>8:00 - 10:00 Exhibit Hall Open</p> <p>10:15 - 11:45 General Session "The Fastest-Growing Activities"</p>	<p>8:30 Registration and Information Opens</p> <p>9:00 Breakfast for all Delegates and Exhibitors</p> <p>9:00 - 11:45 Exhibit Hall Opens</p> <p>9:45 - 11:45 Grand Finale Jamboree of Exhibits</p>
<p>12:00 - 1:00 Special Committee Meetings: CIRA/CIRL Regional Management Research Foundation (NIRREF)</p> <p>1:00 - 2:00 Special Committee Meetings: Recreation Management Magazine Elections and Nominations Legislative</p> <p>2:00 - 5:00 Board of Directors Meeting: C. James Moyer, Presiding</p>	<p>12:30 - 2:45 Oklahoma Bar-B-Q Management Luncheon Poolside "Employer of the Year" Award to W. W. Keeler, Chairman of the Board, Phillips Petroleum Company</p> <p>3:00 - 3:45 Concurrent Sessions (to be repeated 4:00 - 4:45) Finance - "New Ways to Generate Revenue" Education - "Educational Opportunities through Recreation" Travel - "New Horizons in Employee Travel" Family Recreation - "Is Family Recreation a Vital Need?"</p> <p>4:00 - 4:45 Concurrent Sessions (repeat of 3:00 - 3:45 sessions)</p>	<p>12:00 - 1:45 Poolside Luncheon and NIRA Awards Ceremony Speaker: "Don't Kick the Vending Machine"</p> <p>2:00 - 3:45 Concurrent Sessions NIRA Annual Business Meeting and Election of Officers</p> <p>Concurrent Sessions (2:00 - 2:45) "Program Planning Methodology Seminar"</p> <p>Concurrent Sessions (3:00 - 3:45) "Marketing Your Recreation Program"</p>	<p>12:00 Exhibitors Begin Dismantling Booths</p> <p>1:00 - 1:45 Concurrent Sessions "Facilities Maintenance and Development" "Management's and Labor's Position on the Work Week"</p> <p>2:00 - 2:45 Concurrent Sessions "Retirement - A New Life" "Exercise Prescription and Fitness Programs"</p> <p>3:00 - 3:45 General Session "Partners in Progress"</p>
<p>6:30 Official Conference Opening Banquet Co-Hosts: NIRA and United Air Lines</p> <p>"fly the friendly skies of United"</p> <p>NIRA's Official Air Carrier to Oakland and the Hawaiian Islands</p>	<p>6:00 - 9:30 Grand Opening of Exhibits and Hospitality Party Co-Hosts: NIRA and All 1972 Exhibitors</p> <p>9:30 Transportation and Tours Available to Jack London Square</p>	<p>5:00 - 8:00 Exhibits Open and Hospitality Party</p> <p>8:00 Free Evening Transportation and Tours Available to San Francisco</p>	<p>7:00 Conference Closing Banquet and President's Dinner Dance</p> <p>C. James Moyer - President 1971-72 Gary McCormick - President 1972-73</p> <p>Prepare for Monday Departure to Beautiful Hawaii and the Outer Islands: 7 days/6 nights—3 Islands</p>

Six Islands . . .

(continued from page 15)

public and private, fresh and salt-water fishing, unlimited water sports, challenging and varied game and a full range of camping facilities.

Some major cultural and sports events scheduled for this summer include:

June 22-July 4 (part of this time coincides with the conference tour)—50th State Fair. Entertainers, exhibits of Island products, flowers, arts and crafts. Polynesian and Oriental food booths (Oahu).

July 1-4—Naalehu Rodeo and Fair on the Big Island of Hawaii; Makawao Rodeo by the Maui Roping Club; Kauai Rodeo by the West Kauai Saddle Club.

July 21-22—International Festival of the Pacific (Oahu).

Aug. 4-13—Hawaiian International Billfish Tournament at Kailua-Kona, Hawaii. One of the world's top fishing events with teams competing from Australia, Kenya, Bermuda, New Zealand, Japan and the Continental U.S.

Aug. 18-20—Kauai Open Invitational Golf Tournament, Wailua Golf Course. This 18-hole, 6,608-yard course has a par of 72 and affords a magnificent view of the Blue Pacific.

Whether it is scenic, historical, cultural or swinging Hawaii you're interested in, it's all waiting for you this summer. ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Physical Fitness Specialist. Young man, age 25, is seeking a company that is interested in setting up a complete executive and employee physical fitness program. Seeking company embarking on initial endeavor in this field, but will consider existing program. B.S. in Physical Education. M.S. in Physical Education and Recreation. Available immediately. Will relocate. Acceptable starting salary, \$12,000. Box 252, RECREATION MANAGEMENT.

New developments . . .

(continued from page 9)

individuals should set a good example in their own health maintenance, as shown in their exercise and eating habits; and their own accomplishments in weight control and relaxation. "Practice what you preach." Isn't that right?

3) Management should seek to upgrade company-provided health care and insist on comprehensive periodic evaluation of employees — a program that measures functional capacities, that uses specific prescriptions for individual diet, nutrition, exercise and relaxation, and conscientious follow-up to motivate the individual to take the necessary actions.

4) Again, companies can form "health and recreation teams", consisting of the company doctor, nurse, recreation director, dietitian, manager of company eating facilities and representatives of various departments. Sharing their knowledge, the health and recreation team can see to it that needed information concerning health and fitness is communicated to employees, that company dining facilities offer the balance of foods that encourage good eating habits and sensible weight control and that company sports programs include not only recreation activities with little aerobic value (such as archery, bowling and golf) but also such top-flight aerobic exercises such as brisk walking, running, cycling, swimming and any other modality involving vigorous sustained physical activity. Annual recreation, sport and athletic events should serve as a good motivator, as well as a deserving reward.

Remember! You don't use your competitive sports for conditioning yourself — you condition yourself throughout the year for the sporting events.

5) Companies can form complete organized fitness programs, including medical examination and supervised exercise. Participants should be so informed and motivated that they will volunteer freely, and not respond only because of social or management pressure.

6) Companies can also set up fitness and health clubs which

involve the whole family, including children, where family members and friends would help motivate one another in developing good exercise and eating patterns. Such clubs could offer constructive, action-oriented educational films and talks on such subjects as smoking, drug abuse, alcoholism, nutrition and diet, physical exercise and the psychosomatic aspects of health. (Some YMCA's are already involving the whole family in this kind of activity.)

Stress fitness 'outside'

One word of caution for the over-zealous: one thing firms ought not to do is to create the impression that employees should do all their fitness work in a gym or other company facility. In today's sedentary, mechanized world, it is imperative for men and women to learn to exercise not only in groups, under social stimulus, but individually, on their own and with their families, cultivating the personal exercise habit. When the limits are known you can rest assured that regular exercise, if it may not add years to your life, will add life to your years.

Maybe many of us have missed the boat, but it's never too late to start to mend our sedentary ways. While we are conscientiously trying to catch up, let us also involve the younger generation in this wholesome exercise habit. As we build our own aerobic fitness, let us teach our children how to enjoy exercising to a healthier, fuller, longer life. ■

Dr. Ambe has degrees in chemistry, physics, biochemistry and medicine and is the author of numerous works in heart function and disease.

It pays to advertise

in the pages of

RECREATION MANAGEMENT

PHYSICAL FITNESS

Equipment and Activities

PLANNING GUIDE

Listed below are specific areas of Physical Fitness equipment and related services. Check off by letter and number, areas of interest on the coupon and mail to R/M. Your inquiries will be forwarded to recommended suppliers.

APPAREL (A)

1. gym suits
2. parkas
3. shorts
4. socks
5. stockings
6. award sweaters
7. sweat shirts and suits
8. T-shirts
9. trunks
10. shoes

HYGIENE (B)

1. massage tables
2. mobile bath carts
3. mouth fresheners
4. steam room gear
5. towels
6. whirlpool baths

MONITORING & MEASURING EQUIPMENT (C)

1. heart monitoring
2. spirometer
3. ergometer
4. pedometer
5. timing devices
6. stop watches
7. blood pressure gauge

TRAINING GEAR (D)

1. trainers' supplies
2. health foods
3. vitamins



PHYSICAL FITNESS PLANNING GUIDE

Yes, I am interested in those tips checked below.
Please send me complete information about them.

ITEM(S) _____
(specify by letter and number)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

WORK OUT EQUIPMENT (E)

1. barbells
2. circuit trainers
3. treadmills
4. chinning bars
5. stall bars
6. stationary cycle
7. wall weights
8. rowing machines
9. belt vibrators
10. massage rolls
11. medicine ball
12. trim sizer
13. incline boards
14. balance boards
15. body weights
16. mats
17. stress equipment

FACILITIES (F)

Indoor (a)

1. steam rooms
2. sauna rooms
3. massage rooms
4. workout rooms
5. sun lamp rooms
6. showers
7. lockers and baskets
8. complete fitness facilities

Outdoor (b)

1. jogging trails
2. bicycle trails
3. hiking trails

ACTIVITIES/ PROGRAMS (G)

1. dieting
2. jogging
3. weight lifting
4. exercise
5. aerobics

ADVERTISERS (X)

For direct information on specific product or service indicate advertiser number on reader response card.

1. American Playground Device
2. Beach Club Hotel
3. El San Juan
4. Flamingo Hotel
5. Health & Education Services
6. Hillerich & Bradsby
7. School-Tech, Inc.
8. Travel Plus Corp.
9. Universal Gym
10. U.S. Turf Corp.
11. Viking Sauna Co.
12. Vinyl Plastics, Inc.
13. World Airways, Inc.
14. York Barbell Co.

PLACE
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RECREATION MANAGEMENT

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Suit 234
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**Support Your
R/M
Advertisers**

**It's not immoral, illegal or fattening
but it does add fun to the work day.**

A Recreation Fitness Center by Universal®

Provides a MAJOR attraction — at MINIMUM cost.

Employees, through fitness, become more dynamic
with vigor and enthusiasm that lasts thru the day.

Universal's
beautiful equipment
has REVOLUTIONIZED
the fitness scene.

AUTOMATIC weight
selection has provided
the **CONVENIENCE** and
SPEED which make
fitness attractive to
today's busy people.

The "something extra"—
that really counts.

COMPANY WILL EXPERIENCE ...

Reduced personnel turnover.
(employees enjoy and appreciate facility)

Increased production from
improved physical fitness.

Attracting and retaining
high quality personnel.

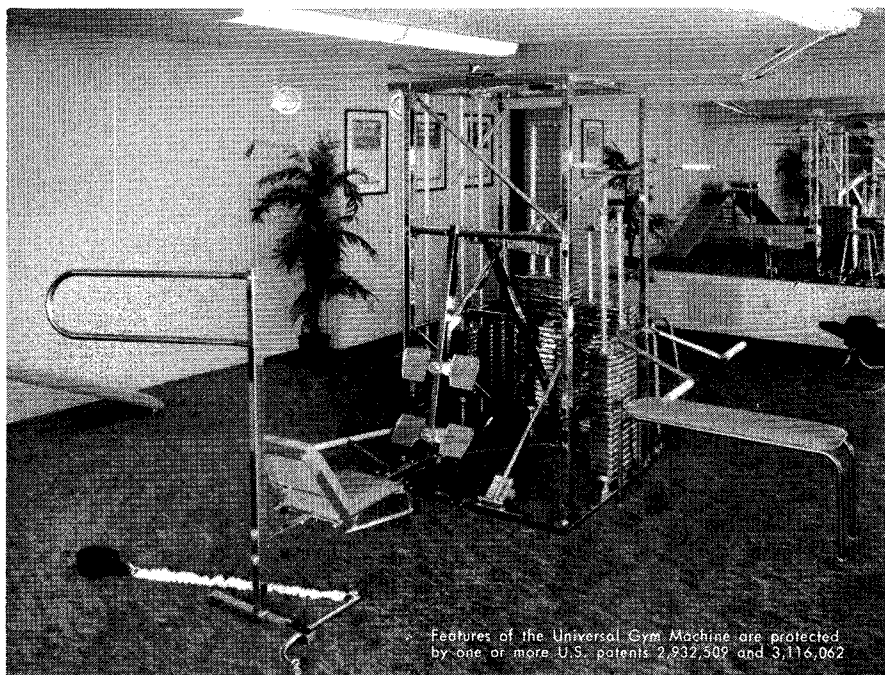
Lowered absenteeism.

EMPLOYEE WILL ...

Receive equivalent of an expensive
Health Spa membership — FREE!

Finish each day's work with energy
to spare for family and leisure.

Develop stamina and joint mobility
to enjoy sports activity such as skiing,
golf, tennis and back packing.



Features of the Universal Cym Machine are protected
by one or more U.S. patents 2,932,509 and 3,116,062

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selection changes allow all
users to enjoy together.

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Portable by one person.

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FREE!
A to-scale
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facility, includ-
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catalog of all
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c/o RECREATION FITNESS DEPT.

NO ROOM TOO SMALL

☐ Yes, send a free layout for our
Recreation Fitness Center
with these specifications:

Size room available _____ ft. X _____ ft.

To serve _____ number of people

☐ Mixed Group ☐ Separately
Men & Women

Name _____

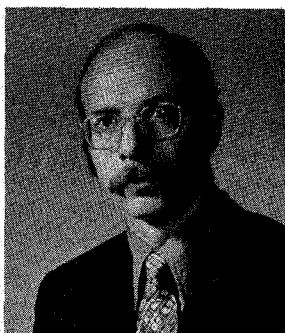
Title _____

Company _____

Address _____

Fitness Testing

an answer to boring
group exercise classes



By Mike Malone
Health Club Director
Northern Natural Gas

Exercise classes can be a pain. They are often a physical pain to the participants and an administrative pain to their managers. Classes often consist of an instructor and 10 to 30 members who are united in the vague hope they are doing something good for their health. Attendance tends to be sporadic. The objectives are usually to improve strength, flexibility and endurance, but the accomplishments are highly subjective.

After several years of this kind of frustration, it became apparent to us at Northern Natural Gas that there had to be a better way to organize classes. Research, professional journals and communication with leading physiologists, exercise specialists and doctors indicated that perhaps there was...fitness testing.

A fitness testing program is intended to add credibility and objectivity to conditioning classes. The test 1) establishes current fitness levels, 2) personalizes the conditioning program and 3) provides, through interval retesting, a graphic record system for progression.

Our initial target group was top management. The value of the testing and conditioning is easily seen in this group because of their potential contribution to the company.

First, we developed a rough outline of the program. This was fairly philosophical in nature and, briefly stated, ranked fitness testing and conditioning with motherhood and the flag. We discussed the concept with the manager of Corporate Staff, fortunately solicited his enthusiastic support for the idea and got approval to plan the program. At the same time, we were confronted with two possible obstacles.

Getting clearance

The first one was clearing the idea with the company medical consultant, Dr. Ed Langdon. His involvement and support were vital and we intended to utilize his position in several ways: 1) We needed medical clearance for each participant prior to involving him in the program. Since Dr. Langdon has access to all executive medical files, this offered a convenient system for gathering clearances. 2) We stressed that, while Dr. Langdon was involved, there is a con-



The author with a cardiopacer, which shows S-T segment of the heart wave pattern. Wendall Fry, director of flight operations, uses the ergometric bicycle.

siderable difference between a medical examination and fitness testing (A medical examination is intended to determine any health disorders while fitness testing reveals individual capacities for physical performance.). 3) Dr. Langdon reviews the fitness test and conditioning programs for any gross errors and files them with the individual's medical records.

We were delighted and relieved when Dr. Langdon offered his complete support. He even helped us in the choice of laboratory equipment and enrolled in the program himself.

The other obstacle was deciding if we wanted the program to be mandatory or voluntary. After some debate it was decided that it would be sufficient to make the fitness testing mandatory and then to expect voluntary involvement in the conditioning portion.

With the assistance of the Director, Employee Benefits, a proposal was drafted and circulated to all executive level personnel. The results, to put it mildly, were disastrous.

With a few notable exceptions, the feedback was negative. The executives as a group understood the program to be a combined steeple chase and a jumping jack class that infringed on their right to privacy, independent thinking and poor health.

For the first time, the program seemed threatened by failure.

Our first step was to withdraw the "mandatory" stamp realizing this wasn't the answer. Next we carefully redesigned the program and selected the equipment. This was a major step in itself in that we wanted to spend considerable money on a testing laboratory for a program that might not be successful. Finally we needed to educate the executives as to exactly what the program entailed and how it would operate. A year prior to this, I had attended a graduate course in physiological fitness testing and exercise at George Williams College under the direction of Dr. Jack Joseph and had also attended an adult fitness workshop offered by Dr. Thomas Curaton. With this background, I had a good idea of what we wanted for equipment. The company medical consultant had several suggestions, and together we came up with the following list for our laboratory:

(see table below)

The final item was an addition to our original plan. This was a new development and we can't say enough about it. It automatically monitors pulse rate during exercise and has workload settings for testing. It is a low cost stress testing unit in

addition to being an excellent conditioning unit. Aerobic work lends itself well to the ergometer, and persons with heart histories can work out to a pulse ceiling prescribed by their physician while feeling secure they are staying within safe limitations of stress.

The possibilities of the laboratory are limitless. Within our particular capabilities and needs, the above operation worked well. However, there are at least three distinct alternatives:

PHASE I—A general screening utilizing stop watch, bench steps, yardsticks, measuring tape, Coopers Aerobics test, etc. This is ideally suited to a low budget operation or to an operation with large group involvement. Approximate cost is \$100.

PHASE II—(Similar to our operation) Makes possible individualized testing with personalized conditioning. The approximate cost is \$1,500.

PHASE III—Highly sophisticated laboratory utilizing a physiologist or cardiologist and operating a stress testing unit, consisting of an ekg and electric treadmill. The approximate cost is \$3,000.

With the necessary approval, we ordered our equipment. While

waiting for the shipment, we went to the offices of the key personnel people, explained our program and solicited their support. A dealer loaned the ergometer since it wasn't included in our initial cost projection. The next step was to set up a series of demonstrations for executives.

First demonstration

After a month of totally familiarizing ourselves with the operation of the various testing apparatus, we scheduled the first demonstration. We invited the company medical consultant, the company nurse and 20 key executives. The equipment was set up in a comfortable conference room, and for theatrics we served a health food breakfast prior to the demonstration (organically grown fruits and papaya juice).

The demonstration itself went well. Dr. Langdon and his nurse added a vital creditability. Since the program was now voluntary, we extended an invitation to executives to come down and be tested. To our amazement, all but three elected to do so. Several subsequent demonstrations went the same way. Over two-

(continued on next page)

<u>Test</u>	<u>Equipment</u>	<u>Estimated Cost</u>	<u>Factors</u>
Cardiovascular	Heartometer	\$675	Blood pressure; pulse rate and heart wave pattern
Illinois Agility	Stop watch & 4 chairs	25	Agility
Lung Efficiency	Vitalor	240	Vital capacity; expiratory volume timed and expiratory force
Body Measurements	Measuring tape	nominal	Chest minimum, normal and maximum; abdominal girth; weight & height
Fat Measurements	Skin Fold calipers	10	Skin folds on cheek, abdomen, hips, gluteals, front thigh, back thigh
Strength	Grip dynamometer; jump board; chinning bar; dip bar	180	Right and left grip strength; chins, dips and vertical jumps
Flexibility	Yardstick	nominal	Shoulder extension, trunk flexion forward, trunk flexion backward
Submaximal Stress	Ergometer	550	Oxygen uptake, pulse ceiling and pulse recovery

(continued from page 31)

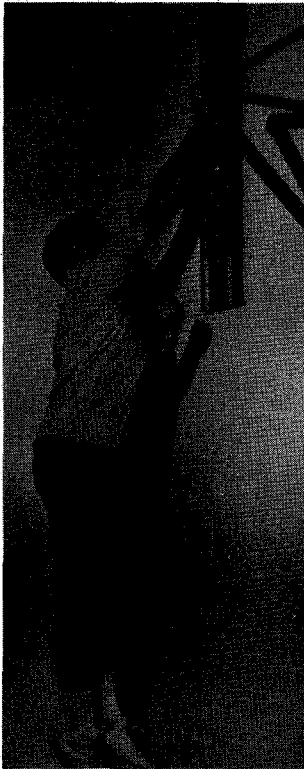
thirds of those in attendance voluntarily asked to be tested. In the space of two months, we tested 51 of the 73 eligible managers and vice presidents.

As mentioned previously, it was a simple matter to quickly get a medical waiver from the company doctor. The testing is performed privately and on an individual basis (this takes about 30 minutes). The tests are then scored and a personalized conditioning program is designed. Copies of the test results and the conditioning program are provided for the participant, the medical consultant and the Health Club file. We try to hold the process time to no more than a day. This gives the executive his test results and program the day after he is tested.

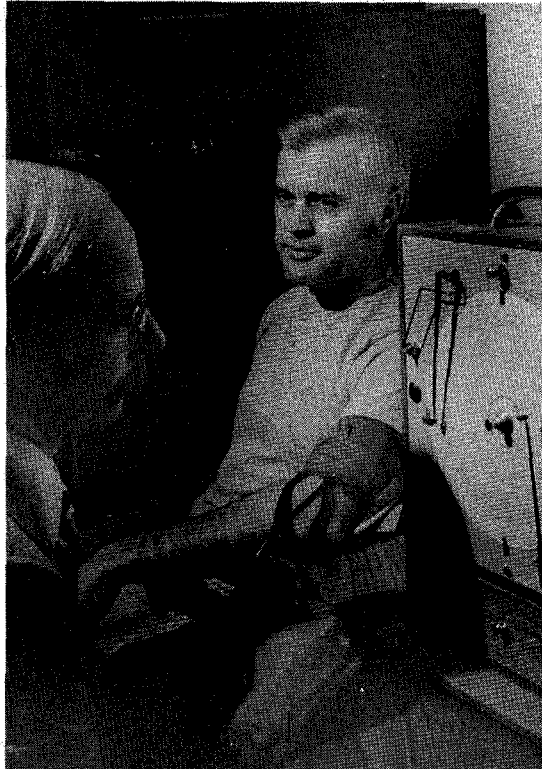
Benefits of operation

We have been pleased with the success of the laboratory in the six months it has been in operation. It has enhanced our professional image and reflects Northern's humanitarian concern for its employees in addition to its obvious financial motives. Effective January 1, 1972, the entire program was offered to all employees (men and women) and was enthusiastically received. The testing portion is available to our field employees when they are in the home office.

One final note: our conditioning program consists of seven circuit interval stations with major emphasis on aerobic conditioning and secondary emphasis on strength and weight control. It has worked well and we are in the process of accumulating data on the individual improvements within the executive group during the first four months. Some of the initial results were astounding and would make excellent copy for a spa advertisement. We will share them with you when the study is completed. ■



Fry in the vertical jump test.



Malone and Fry with a heartometer, which measures peripheral arterial function, blood pressure and pulse.



The fat measurements test, using skin fold calipers.

It pays to advertise in Recreation Management

Recreational Fitness Centers — The time is now!

By George Otott
Director of Southern California
Universal Recreation
Fitness Research Staff

The emphasis today is on ecology — clean air and water, conservation of natural resources and personal health and physical fitness. In America, we are free to direct the development of these interests into all sectors of our environment and this is essential for maximum results.

Our work environment, whether it blue or white collar, constitutes a large segment of our daily existence, both mental and physical. It can also be made to contribute to our well-being in a very personal way through a recreational exercise program.

There are many ways of constituting and implementing a recreational exercise program and certainly one of the best is the Recreational Fitness Center. This concept was originally developed several years ago by the United States Marine Corps as a major part of a new and extensive physical training program. Its civilian adaptation in the business, industrial and multi-housing fields has coincided perfectly with modern day requirements for increased interest and facilities on the part of the employer, owner and developer. In fact, the Recreational Fitness Center not only benefits its user — the employee or the executive — but it can also be an excellent way for the employer to increase the morale of his people while improving their health, fitness and productivity!

A small spa

The Fitness Center is basically a small version of the commercial health spa. It provides a variety of recreational exercise equip-

ment and physical fitness programs for both individual and group participation. It usually includes locker and shower facilities and sometimes even sauna and steam rooms. It is usually available at no cost to the user; sometimes a small fee is charged to help defray the cost of facilities.

Basic planning requirements include (1) adequate space, (2) cost and type of equipment and (3) user convenience.

(1) Space requirements — This depends primarily on the number of users at any one time. The Fitness Center itself, or exercise room, should be at least 300 square feet, which would accommodate a maximum of 10 or 12 users at one time. If a larger number is anticipated, a 500 square foot area will accommodate up to 25 or 30 users. Additional space would be required for locker and shower facilities or sauna/steam rooms.

(2) Cost and type of equipment — Equipment costs will vary from \$2,000 to \$5,000, depending on size of room and whether the equipment is standard or fully chromed. The type of equipment becomes very important when we consider supervision, safety, maintenance and repairs.

Supervision — Most Fitness centers do not employ an instructor. There is little or no supervision. In such cases barbells and certain plate-loaded machines should be avoided, as most people could not use them safely or correctly. Self-directed training charts should always be available where there is lack of supervision.

Safety — This becomes of prime importance in the absence of an instructor. Resistance exercise machines with selectorized weight stacks are the safest and most practical for all types of users, both men and women.

Passive exercise equipment such as vibrators and massage rollers are of little value and should be held to a minimum. Even these, as in the case of the belt vibrator, can cause injury to some individuals if used incorrectly. Safety precautions should also include a non-skid flooring such as carpet or rubber matting.

Repair needs vary

Maintenance and repair — This will usually vary in proportion to the quality and mechanical complexity of the equipment. Only professional gym equipment can withstand the use and abuse of many and diverse users. Electrical and highly complex mechanical apparatus is most likely to require more maintenance and have a higher repair frequency.

(3) User convenience — If the Fitness Center cannot be made convenient to the user, forget it! This is the key to participation. It must be open during the time he or she is free to use it; it must be fairly close (within five or ten minutes) and there should be locker and shower facilities in the immediate vicinity.

In addition, the Center should be well-ventilated, have good lighting and a bright and colorful atmosphere. A little planning with carpet, upholstery and wall color can provide an attractive and inviting atmosphere which will make any exercise program more pleasurable and rewarding. The user population should also be considered in equipment design and layout. This includes age, sex and physical abilities and disabilities. The Fitness Center can consist of separate exercise areas (and shower locker facilities) for men and women or both sexes can use the same exercise area at different times or different days.

(continued on next page)

The equipment for both sexes is basically the same, the primary difference being that men would use heavier resistance than women. Where two separate areas are used, equipment cost would be at least 50% higher and the shower and locker facilities would have to be doubled.

These Centers provide ideal facilities and equipment for adaptive and corrective therapy as well as rehabilitation. Larger companies with their own medical and therapy facilities could reasonably include a Fitness Center as a segment of their preventive medicine program. It is usually far more economical to prevent rather than cure, especially where health is concerned. A few dollars

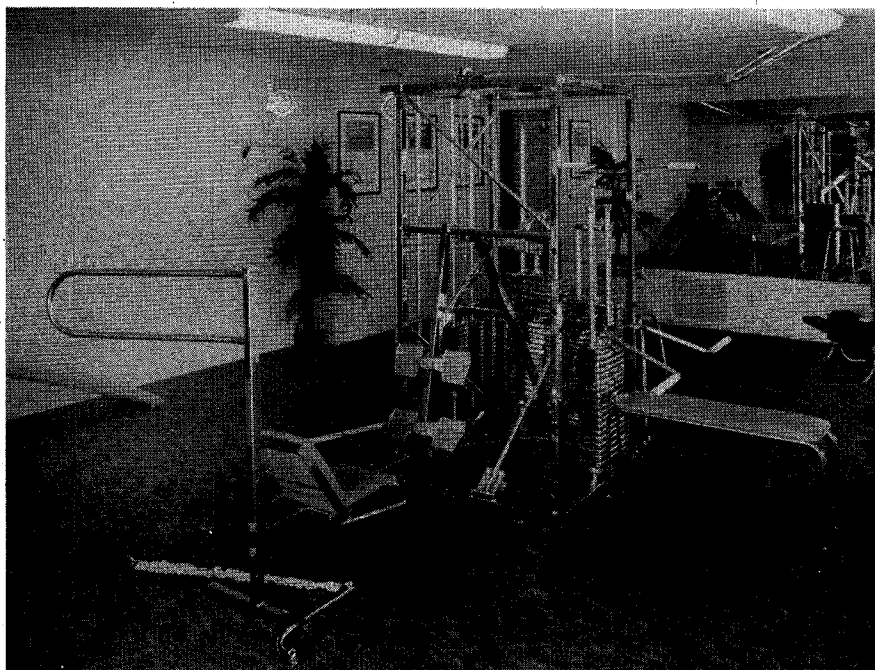
have at one time joined a health club or are presently members. A good percentage of these seldom use the club facilities because of inconvenience or lack of time at the right moment. With others, their desire is not strong enough to pay the fee! All are ready-made candidates for an Executive Health Club in their business organization.

Community facility

Below the executive level, the need is just as great but there may be more obstacles in working hours, greater initial apathy and the requirement for larger facilities. For this category of worker we could well envision a community fitness center which would be available to the

Fitness Center is a fringe benefit which can pay the highest dividends to both business and individual. The concept has slowly evolved and is now matured at the precise time public interest is at an all-time high.

A few weeks ago, both the Wall Street Journal and Barrons carried articles about the great popularity and success currently being enjoyed by health clubs and spas. It was forecast that the public's interest in this area was due to continue into the foreseeable future. This situation, along with the trend for business and industry to provide a better working environment, creates a very positive climate for the successful establishment and operation of Recreational Fitness Centers by business and industry. ■



Resistance exercise machines like this one are both safe and practical.

spent in facilities and employer encouragement to use them can save many times that amount when an experienced executive suffers a heart attack or diminished work performance due to ill health or poor fitness.

The "encouragement" is very important. No matter how great the facilities, a great many individuals would never use them without some leadership or encouragement. This is easier to impart with executives, who usually understand the hazards of their typically sedentary existence and are more likely to act on encouragement from superiors. Many in this category

employee and members of his family primarily during the evening hours and on weekends. This can be expanded to include handball, paddle-ball and volleyball courts and many of the amenities now being offered in the higher priced multi-housing projects. For relatively small cost the Recreational Fitness Center can provide the employer with a way to express his interest in the well-being of his executives and employees.

Fitness is timely

For the employer, his executives and employees the

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Our Own Private Beach

OAKLAND!

June 15-18

THE NEW CHALLENGE FOR RECREATION MANAGEMENT

Diseases of Heart and Blood Vessels 1,048,313

Cancer 318,547

Pneumonia & Flu
73,492

Diabetes
38,352

**Leading causes
of death
due to illness
and disease
in the U.S.: 1968**

SOURCE: AMERICAN HEART ASSOCIATION

Almost 60% of all deaths are from heart attacks and other cardiovascular ailments. More than a million men and women die each year from heart disease. 27,000,000 suffer from some form of cardiovascular illness. 21,000,000 have high blood pressure. And nearly half of those who die from high blood pressure are *women*! The most common cause of cardiovascular failure? Lack of fitness due to insufficient exercise. An extensive study of medical research concluded: "One and only one factor correlated with the incidence of heart disease... lack of physical exercise, indicating that exercise was the master key to all the rest."










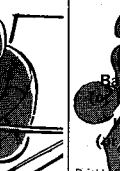
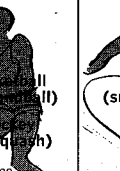
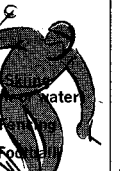


Industrial recreation and the people running these programs have done an excellent job in the areas of recreation and recreation education. But now there is a new challenge; one of life and death importance.

All employees—especially your executives whose jobs don't involve manual activity or exercise, need a good exercise program.

Very few employees will earn 5 points per day regularly at any company facility. Therefore, if your job is to administer to the total health of employees, you should start looking for the best "at home" program you can recommend.

How to earn 5 fitness points a day—35 points a Week— with sports and exercises available to you now:

Note how many of the popular sports and exercises shown here produce muscular development and fatigue before they produce "aerobic improvement"—heart and lung development through continuous deep breathing and increased heart rate.

 <p>Swimming 400 yds. 30 min. 600 yds. 40 min. 800 yds. 45 min.</p> <p>Continuous, vigorous movement of all major muscles at once.</p>	 <p>Jogging (outdoor or treadmill) 1 mile 12 min. 1 1/2 miles 17 min.</p> <p>Continuous, vigorous exercise of body's largest muscles.</p>	 <p>Bicycling (outdoor or on a stationary bike) 7 miles for 30 min. 80 miles for 40 min. 90 for 45 min.</p> <p>Continuous, vigorous movement of all major muscles at once.</p>	 <p>Bicycling (outdoor or on a stationary bike) 4 miles 15 min. 6 miles 20 min. 8 miles 25 min.</p> <p>Another continuous movement exercise—legs only.</p>	 <p>Exercise on a stationary bike 15 min.</p> <p>Continuous, vigorous exercise of body's largest muscles.</p>	 <p>Rope Skipping 876 steps 6:45 min.</p> <p>Continuous movement of legs—less challenging than running.</p>	 <p>Stair Running 1200 steps 10 min. 1167 steps 10:00 min. 1000 steps 9:00 min.</p> <p>Continuous, but not as challenging as running outdoors.</p>	 <p>Walking 2 miles 20 min. 3 miles 30 min. 4 miles 40 min.</p> <p>Takes longer than running because movement is slower.</p>
 <p>Rowing 30 minutes</p> <p>Continuous exercise for arm and back muscles.</p>	 <p>Basketball (indoor or outdoor) Briskly 20 min.</p> <p>Semi-Continuous—takes longer.</p>	 <p>Canoeing (snow or water) 50 minutes</p> <p>Limited body movement requires longer duration.</p>	 <p>Skiing Briskly 15 min.</p> <p>Challenging but intermittent effort.</p>	 <p>Tennis (any type) Briskly 15 min.</p> <p>Vigorous but not truly continuous effort.</p>	 <p>Golf 36 holes</p> <p>Intermittent effort takes longer even when walking fast.</p>	<p>Golf with riding cart, Bowling, Isometrics, Calisthenics, Weight lifting, Fishing, Archery, Horseshoes, Skeet etc. No aerobic points</p>	

For complete information
to start your
"at home" health program
which you can share
with your employees,
write

HEALTH & EDUCATION SERVICES CORP.
7N015 York Road • Bensenville, Illinois 60106

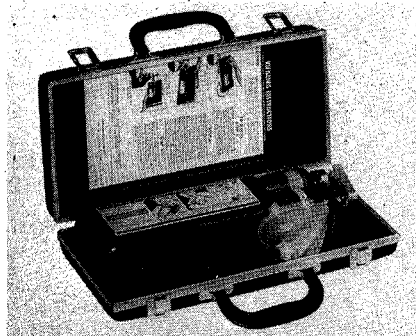
☐ Please send me more information on the home Fitness Program.

Name _____
(please print)

Address _____

City _____ State _____ Zip _____

new products



Portable oxygen unit

Emergency Oxygen, a portable, lightweight oxygen unit weighing only seven pounds, provides a full 40 minutes of life-saving oxygen on an uninterrupted basis. The refillable, self-contained unit is easily and safely operated by anyone. The proper amount of required oxygen is regulated automatically. Its twin tanks are joined together in series and contain 112 liters of life-giving oxygen.

An easy-to-read gauge indicates the amount of oxygen available at all times. A refilling attachment comes with each unit.

Emergency Oxygen was designed for use in emergency situations such as heart attacks, drownings, shock and exhaustion and is ideal for camping, hunting, boating, industry and fire and police departments.

Contact Erie Mfg. Co., 4000 S. 13th Street, Milwaukee, Wi. 53221 for more information.

Heat stress indicator

A low-cost, portable instrument has been developed to measure the amount of heat stress that active individuals are exposed to in hot environments. The instrument measures relative humidity and temperature, which takes into ac-

count radiation and ambient air. The readings provided are related to a physiological heat stress chart which indicates the severity of heat stress.

Athletes as well as industrial and construction personnel will use the instrument as a warning device to avoid heat casualties.

The product is called Physio-Dyne and is operated simply by pointing the instrument toward the radiating source (the sun for example).

For information, contact: John Mitchell, Commercial Products Division, Environmental Technologies Corp., Newtown Industrial Commons, Newtown, Pa. 18940.



Running tension device

The Wild Horse is an exercise and conditioning device, which consists of a harness and a special tension unit which can be attached to any immovable object.

The athlete "running in position" is subject to the constant pullback of the exerciser. Tests have proven that the unit will increase speed, leg drive and agility. It can be used on the athletic field, in the gym, on the playground or in the home.

It comes in three models — prep, collegiate or professional. Write: Jayco Products, P.O. Box 490, Arbuckle, Ca. 95912.

Pool pH level kit

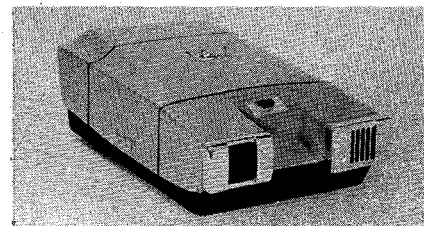
A new line of chemicals can help you measure and correct the pH level of your pool easily and quickly.

The Test Kit shows acidity or alkalinity and Bromine content of samples. The plastic storage case has a color chart to identify critical pH levels.

Dry acid can be used to reduce the pH when it exceeds 7.6. Dry soda is added to raise the pH.

Additional reagents — orthotolidine for chlorine residual and phenol red for pH value — are also available.

More information on test kits and chemicals is available from Sherwin Williams Chemicals, Attention: Ed Stallings, P.O. Box 5638, Cleveland, Oh. 44101.



Gentle "duck-plucker"

A new device that quickly and gently removes feathers from all game birds is being marketed by the Hageman Co. Called Duck-A-Minit, the machine has a unique design that permits feather removal with no bruising of the bird, no tearing of the skin and no further damage over gun shot wounds. The machine plucks dry — there is not need to use hot water, wax or other materials.

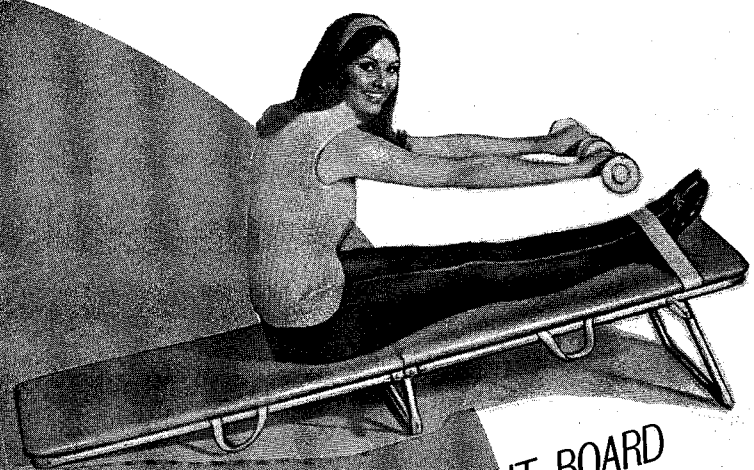
Duck-A-Minit cannot be compared with the conventional plucking machines that use rotating rubber fingers to beat off feathers, thus causing considerable damage to the bird. This machine utilizes two rotating rubber rollers that rapidly open and close to simulate a hand plucking action and a soft rubber roller to remove down.

The unit uses a ¼ horsepower motor to drive the plucking heads and an independent high-volume vacuum motor to collect feathers. Feathers go in a removable container so there are no loose feathers or mess to clean up.

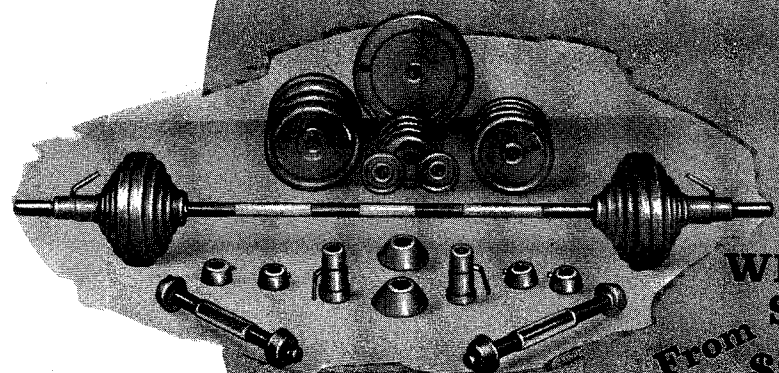
The unit is priced within the means of the individual sportsman as well as being ideal for use in duck or other sportsmen's

Physical Fitness Rehabilitation Exercise Equipment Catalog

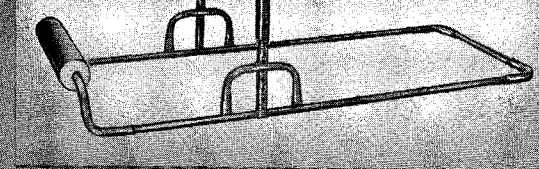
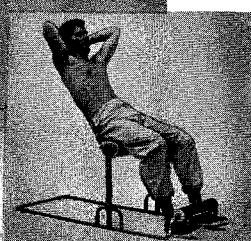
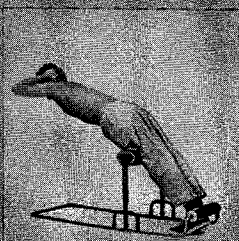
1
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2



Folding SLANT BOARD
\$19⁹⁵



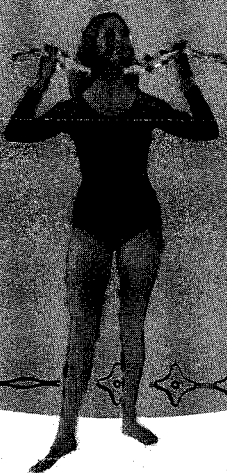
WEIGHT
SETS
From \$23⁹⁵



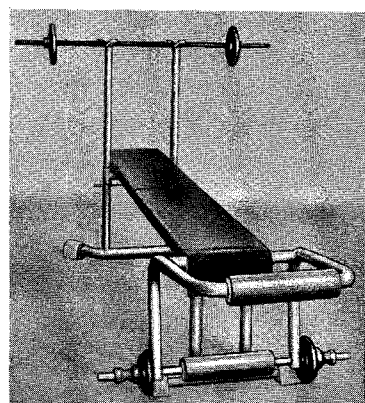
BACK & ABDOMINAL CONDITIONER
\$29⁹⁵

JOGR

Resistance
Runner
\$6⁹⁵



Massage-U-Lator \$8⁹⁵



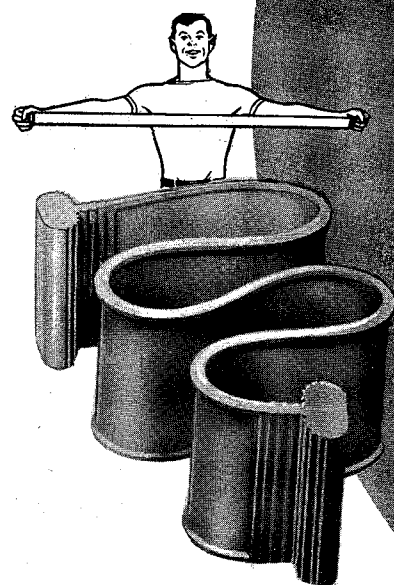
DELUXE WEIGHT BENCH
\$69⁹⁵

Advertising
Supplement
to
Recreation
Management

April 1972 Issue

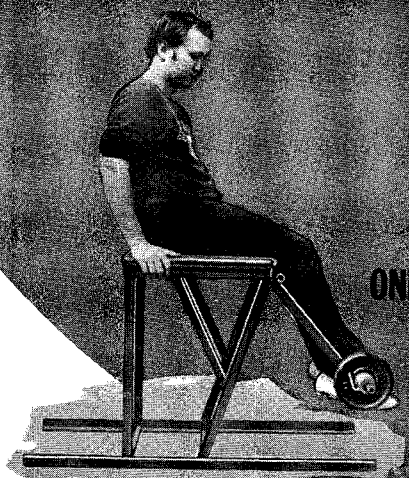
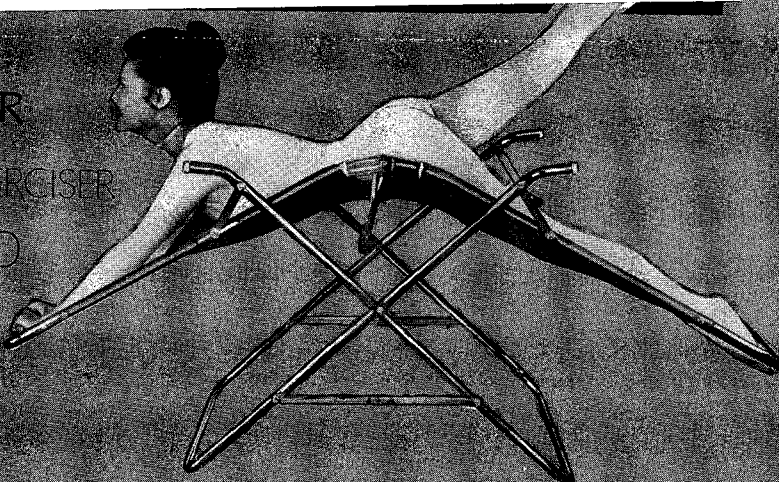


Weighted
Jackets
•
Waist Belts
•
Wrist Bands
•
Ankle Bands
From \$5⁹⁵



JIFFY-GYM
\$2⁶⁹

WONDER
LOUNGE EXERCISER
\$32⁵⁰



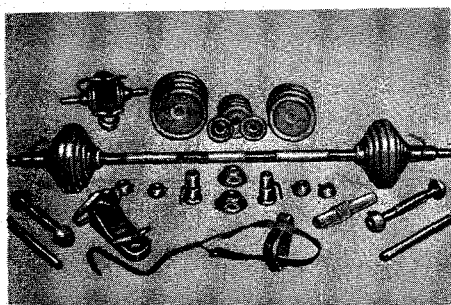
ONE MAN
Leg Lift Table
\$48⁹⁵

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9
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2

Exercise Equipment
From:
Wolverine Sports
745 State Circle Dept. "S"
Ann Arbor, Mich. 48104

Physical Fitness-1972

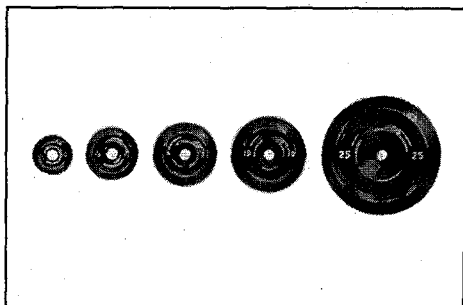
Wolverine Sports / 745 State Circle, Dept. "S" / Ann Arbor, Michigan 48104



43 Piece Weight Set

This complete set has everything for body building plus specific development and conditioning...Set consists of one 29-piece Revolving Barbell Combination Set PLUS 1 pr. Iron Health Boots with 2 pr. of straps, 1 Head Strap with Chain, 1 Wrist Roller, 1 pr. Solid Steel Bars for Boots, 4 Dumbbell Collars for 9" Bars...Ideal for use in your home.

Order No. DC-143.....\$39.50



Extra Weight Plates

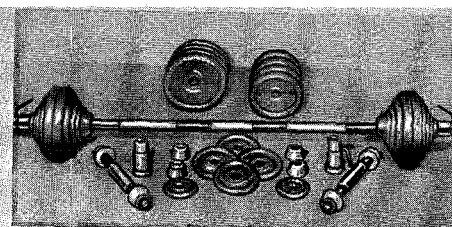
Premium alloy steel plates cast in the Olympic pattern...5 combinations to fit every requirement.
Cat. No. 5411...2½ lb. plate.....\$ 1.00 each
Cat. No. 5412...5 lb. plate.....\$ 1.95 each
Cat. No. 5413...10 lb. plate.....\$ 3.60 each
Cat. No. 5414...25 lb. plate.....\$ 8.50 each
Cat. No. 5415...50 lb. plate.....\$15.00 each

From Only \$1.00 Each

Weight Sets In 3 Weights

Complete
With Dumbbells

From
\$24⁵⁰



110 lb. Weight Set

110 LB. SET INCLUDES:
One 5' solid cold rolled steel bar
One knurled plated revolving sleeve
Two inside collars with set screws
Two outside collars with handle bolts
One double end steel wrench
Two 14" solid cold rolled dumbbell bars
Two plated revolving sleeves for dumbbell bars
Four dumbbell bar collars with set screws
Two 1½ lb. casted iron weights
Four 2½ lb. casted iron weights
Four 5 lb. casted iron weights
Four 10 lb. casted iron weights

No. DC-140. 110 lb. Set.....\$24.50

160 lb. Weight Set

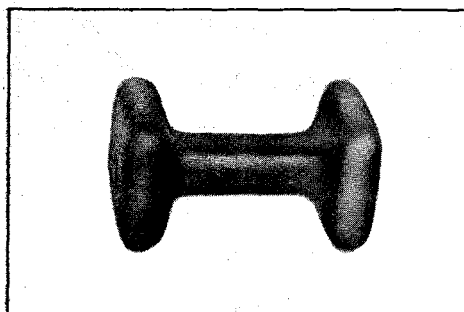
160 LB. SET INCLUDES EVERYTHING IN THE 110 LB. SET PLUS:
Two 25 lb. casted iron weights

No. DC-141. 160 lb. Set.....\$36.50

210 lb. Weight Set

210 LB. SET INCLUDES EVERYTHING IN THE 110 LB. SET PLUS:
Four 25 lb. casted iron weights

No. DC-142. 210 lb. Set.....\$49.95

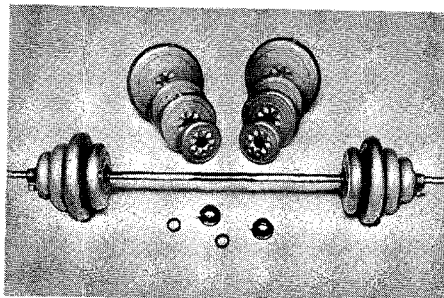


Cast-Iron Dumbbells

High quality premium alloy castings...Distinctive no-roll shape...An ebony lacquer finish...Packed in pairs.

3 Lb. Dumbbell Set.....\$ 3.00 per pair
5 Lb. Dumbbell Set.....\$ 5.95 per pair
10 Lb. Dumbbell Set.....\$ 9.95 per pair
20 Lb. Dumbbell Set.....\$16.95 per pair

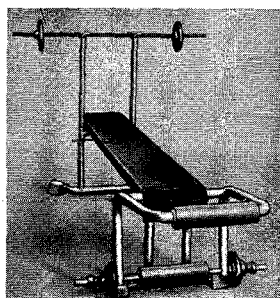
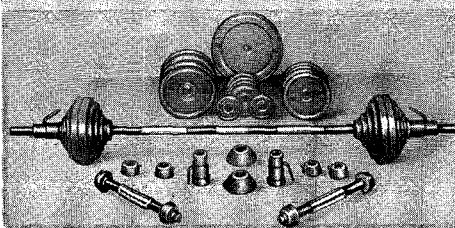
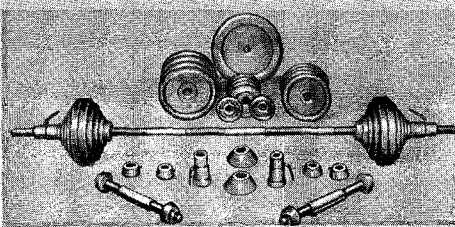
From \$3.00 Per Pair



Vinyl-Covered Barbell Set

New interlocking vinyl-molded plates with an Exclusive special formula vinyl...Set includes: One 5' bar and one deep-knurled chrome-plated revolving sleeve...Two inside collars with set screws...Two large outside collars with handle bolt wrench...Two 10-pound, two 5-pound and eight 2½-pound plates...Plus "Lifetimer" Barbell Training Chart.

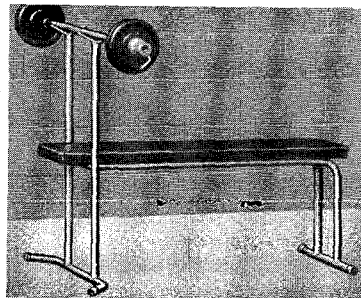
Order No. DC-1214.....\$23.95



Deluxe Weight Bench

Made from School Tech's own design...The strongest, best made bench available...Ideal for bench presses and incline presses...All steel, with padded bench that can be laid flat or tilted...Removable risers go from 2½' to 4'...Leg-Lift is padded for your comfort...Includes rubber foot pads to protect your floor...Bar and weights are not included.

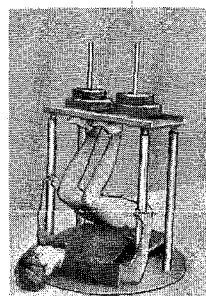
Order No. DC-810.....\$69.95



Flat Economy Weight Bench

Made of quality plated steel...All welded construction...This economy weight bench is ideal for use by the individual in his basement or recreation room...Sturdy construction yet lightweight and completely portable for use indoors or outdoors...2" plank is upholstered with 32 oz. supported vinyl...Weights are not included.

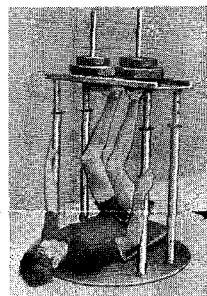
Order No. DC-707.....\$32.95



Deluxe Leg Press Machine

This leg press machine is portable and comes complete with a padded incline board to raise the hip angle...It holds over 1,000 pounds...Has a 100 lb. roll-away steel base plate...It can be used on the finest of floors because of the rubber attachment on the base...Weights are not included in the price...See page 0 for weights for machine.

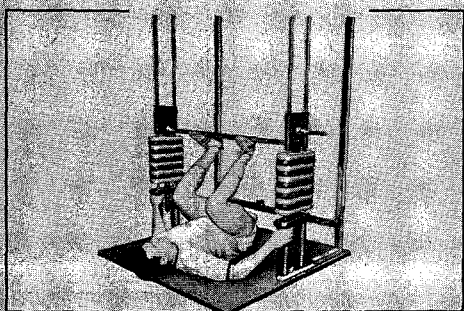
Order No. DC-076R.....\$79.90



Econo Leg Press Machine

This is the economy version of the Deluxe model...Made with the same sturdy construction...Heavy steel base plate for stability...Holds over 500 lbs. of weights...Comes complete with padded incline board to raise hip angle, if desired...Ideal for beginners and those requiring less strenuous leg work...Weights not included, see page 0 for weights.

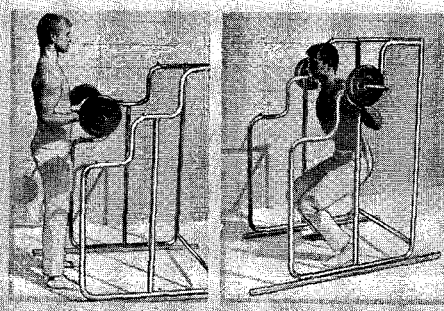
Order No. DC-1245.....\$49.95



Weight Trainer

Exclusive ball bushings with 800 ball bearings glide weights up and down...Requires no wall mounting...Unit solid steel with 280 lbs. of weights permanently attached...Pin selectors change weights in seconds...Includes padded bench, weight plates.

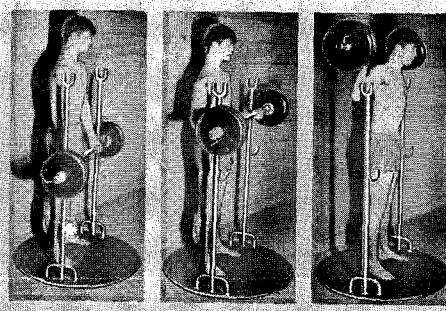
DC-727 (Trainer, Complete).....\$389.95
DC-728 (10 Lb. Plates-Blk.).....\$3.50
DC-729 (10 Lb. Plates-Silv.).....\$3.50



Three-Stage Weight Station

Safest, most efficient platform for barbell use yet devised...Lifter can now work with much heavier weight...Station entirely portable, and needs no installation...Use in basement, indoors or outdoors...3' wide, 5' long, 4' 10" high...Lifter doesn't have to get the weights off the floor into desired height...Shipping Wt. 40 lbs. FOB Ann Arbor.

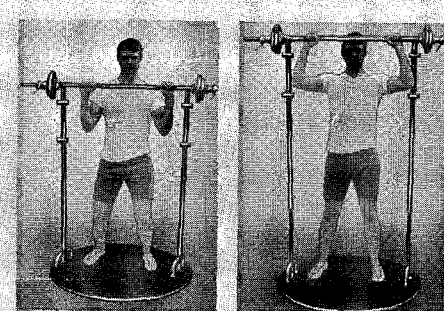
Order No. DC-151.....\$59.95



Steel Barbell Lift-Off

This excellent barbell rack now comes with a round heavy steel base plate...Just roll on base to move anywhere indoors or outdoors...Floor protection rubber rim is added to base...Lay barbell bar on rests and load with weights...Eliminates injury...Lift-off has rests at two heights for varying lift positions...Bar and weights are not included.

Order No. DC-119R.....\$57.45



Rollaway Sliding Squat Rack

Completely portable model that is all steel with a steel base plate...Just roll on base for use anywhere...Load barbells at one of 3 different heights and exercise...Outside slides prevent binding...Rack slides to over 8' above ground...No-Mar rubber rim protects floors...8' high x 40" wide...Weights 95 lbs...Weights not included...FOB Ann Arbor.

Order No. DC-132R.....\$69.95



Calf Lifter

This six-foot high, all steel rollaway knee bend and toe lift device is fully adjustable on the front "U" stand from 2' to 5'...In addition, the chain holding the weights adjusts to any length needed...Weights are added to bar as needed...Mounted on a 40", 100-pound "no-tip" steel base plate with a "No-Mar" rubber rim...Weights are not included.

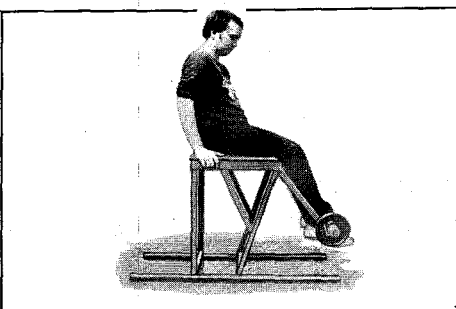
Order No. DC-138R.....\$79.90



Leg-Lift Weight Rack

Attach to any training table or weight bench...For knee and leg work...Forward or rear lifts...Use one or both legs...Smoothly finished steel throughout, with foam pad rollers for bruiseless use...Tie it to table leg for isometric work...Add your own weights and increase weights to graduate exercise...Weights are not included.

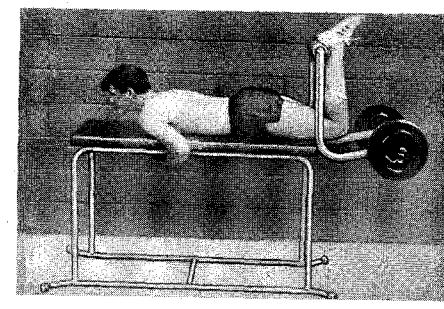
Order No. DC-118.....\$24.95



1 Man Leg-Lift Table

Specially designed for maximum leg building effect with one athlete...Heavy-gauge steel construction with vinyl-covered padded top for comfort...Suitable for front or rear leg lifts...Use with any size weights...Equipped with rubber pads for use indoors on even your finest floors...Lightweight and compact for use in or out-of-doors.

Order No. DC-1061.....\$48.95



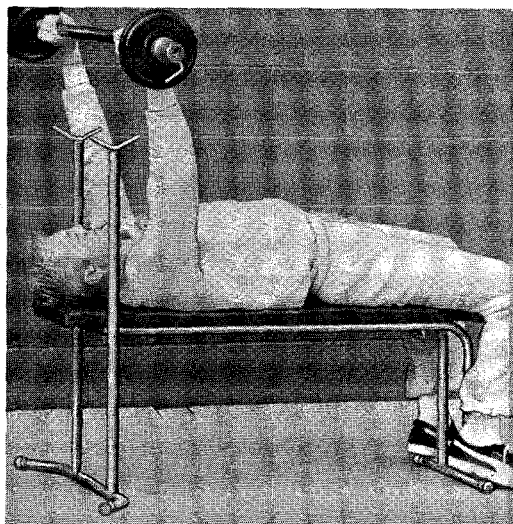
Leg-Lift Table

Sturdy, all-steel galvanized table frame and vinyl-covered, foam padded top made of heavy-duty plank...Table and one leg lift is 31 inches high, 4 feet long and 2 feet wide...Rubber floor pads protect any floor surface...Can be used with any size weights...Padded rollers make doing exercises more comfortable...Weights not included.

Order No. DC-351A.....\$74.95

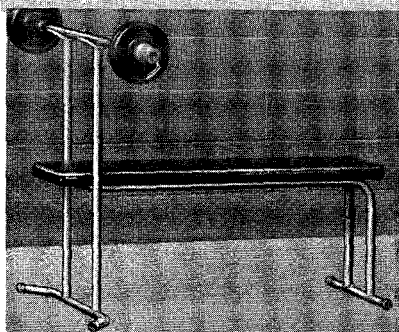
NOTE: Prices in this catalog were advertised and effective July 1, 1971.

Wolverine Sports / 745 State Circle, Dept. "S" / Ann Arbor, Michigan 48104



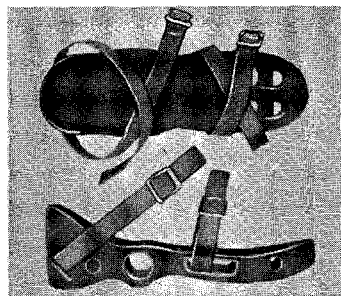
ECONOMY Weight Bench Only \$32.95

Made of quality plated steel...All welded construction...This economy weight bench is ideal for use by the individual in his basement or recreation room...Sturdy construction, yet light-weight and portable for use indoors or outdoors...The 2" plank is upholstered with 32 oz. supported vinyl...The weights shown are not included in the price.



Quality Plated Steel Vinyl Covered Pad 5' Long x 40" High

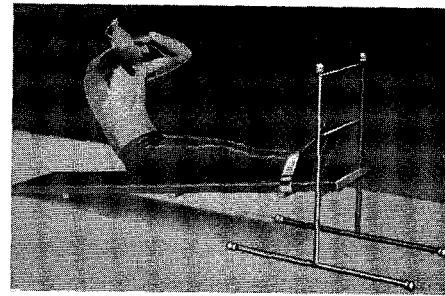
No. DC-707.....\$32.95



Iron Exercise Boots

These iron exercise boots weigh seven pounds per pair without any additional weights...Made of cast iron and formed to fit your feet...Securely attach to your feet with two straps that buckle to fit any size...In order to increase weight, just insert dumbbell bar and add the desired weights...Dumbbell bars and weights not included.

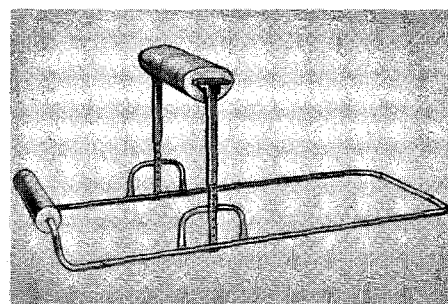
Order No. DC-524.....\$6.95 pr.



Home Gym Abdominal Board

Very durable and practical, this seven foot long abdominal board is two inches thick and eighteen inches wide...Made of heavy, foam-padded planking...The all galvanized steel-tube rack lets you adjust the height of the board to one, two, or three feet for graduated work...Sets up quickly, this is an exerciser for any member of the family.

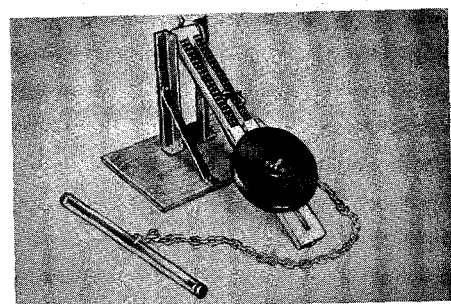
Order No. DC-350.....\$38.95



Back & Abdominal Conditioner

Specially designed for developing leg, back and abdominal muscles...Both back and abdominal lifts can be done on same machine with no special adaptors...10 separate height adjustments...A vinyl-covered heavy foam padded seat and foot bar...Constructed of heavy-gauge steel, yet light enough to be portable for use anywhere, indoors or outdoors.

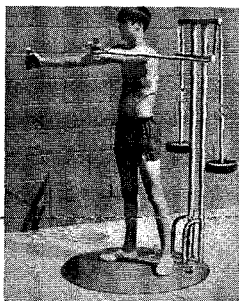
Order No. DC-1281.....\$29.95



Strength Tester

New concept in exercising and testing - turn of the handle increases weight...Converts 8 lbs. to 566 lbs. without weights...Scale shows successive increase in weight lifted...Perfect for isometric and isotonic exercises...Completely portable...Easily stored...Heavy-duty steel construction, wood base...One 5 lb. weight included.

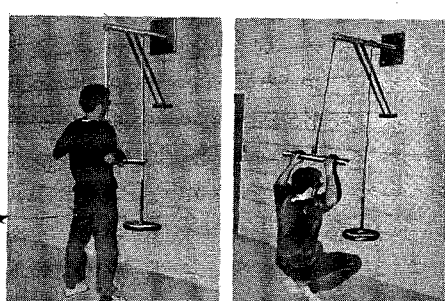
Order No. DC-137.....\$15.95



P-table Pulley Weight Machine

Just roll machine where you want to exercise...Six different pulleys enable you to pull from base plate up or at shoulder level...Adjusts easily for all makes of barbell plates and pulley angles...Protective rubber rim allows you to use machine on even your finest floors...Good for all members of your family...Weights are not included.

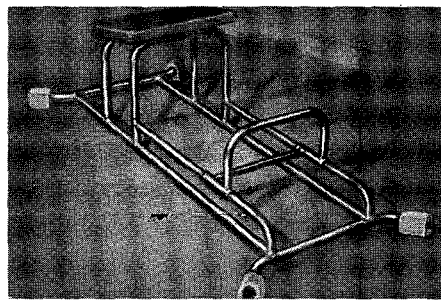
Order No. DC-094R.....\$84.90



Fixed Lat Machine

Smooth working, safe, effective chest and muscle developer...Place up to 250 lbs of weights on this sturdy, all-steel unit and exercise while standing, kneeling, squatting, facing front or rear...Attaches permanently to basement or garage wall in minutes...Weights glide smoothly on pulleys and heavy nylon rope...Includes instructions, 1 9' and 1 11' rope.

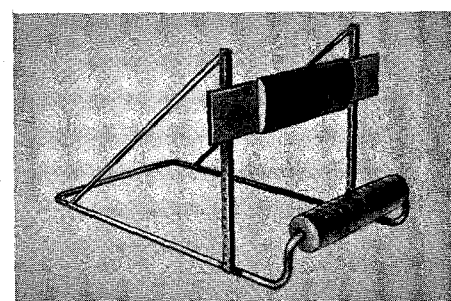
Order No. DC-1235.....\$27.95



Knee and Abdominal Bench

A must for building strong knees, legs and abdomen...Adjusts to fit any size person...Footbars slide along perforated base and can be locked in any position...Lower bar for sit-ups and leg lifts...2" thick slanted vinyl padded seat for comfort...Comes with protective "No-Mar" rubber foot pads to prevent marring rec room or basement floors.

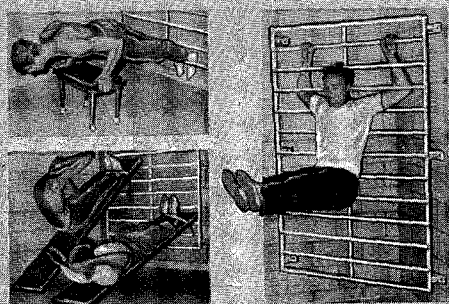
Order No. DC-111.....\$49.95



Knee Builder

For strengthening and conditioning knees...Helps prevent injury by keeping knees as strong as possible...Padded foot bar and calf rest permit comfortable and safe exercising...Compact, lightweight, and adjustable from 7" to 24"...Welded steel frame assures reliable use for many years...Also ideal for post-operative strengthening.

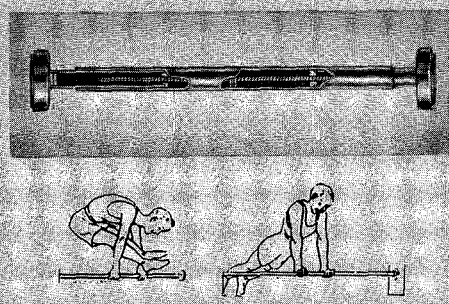
Order No. DC-1280.....\$29.95



Stall Bar Combination

Stall bar mounts in minutes in corner or wall of your basement or garage...Used in combination with the abdominal board and the metal stool for a variety of exercises for abdominal, leg, back, arm and chest muscles...All-steel welded construction...8 foot vinyl-covered abdominal board...Padded, vinyl-covered stool with rubber tips to protect floors.

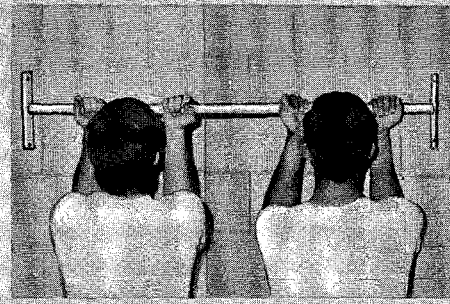
Order No. DC-1394.....\$99.40



Doorway Chinning Bar

Provides healthful exercise for all ages...Bar expands or contracts to fit doorway simply by turning ends...Made of chrome-plated steel tubing...Will not mar or mark woodwork...Lasts a lifetime...Also good for patio door burglar-proofing.

No. DC-725 (32" Doorways).....\$6.95
DC-726 (40" Doorways).....\$8.95



Corner-Mounted Chinning Bar

One or two people can use this bar...Space saving because it mounts easily in any corner in minutes...1 1/2 inch galvanized steel bar bolts securely...Comes in colors of Blue, Black, Green, Red, White, Yellow, Orange and Grey...Unit comes complete with mounting hardware...Safe and sturdy, this bar can be used by all age groups.

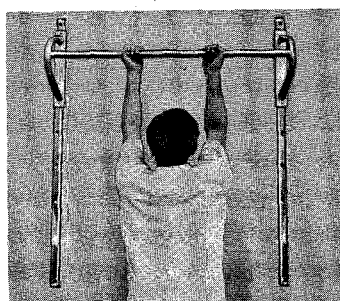
Order No. DC-1375.....\$9.95



Wall-Mounted Chinning Bars

Excellent exercise for your arms and shoulders...Bar attaches easily to the wall in your basement or garage...Hand grip bar is made of tough, unpainted 1 1/2 inch galvanized plated steel with one-inch tubular reinforcements...Easily wall mounted by using expansion plugs and bolts...Drilled, complete, ready to install...Installation hardware included.

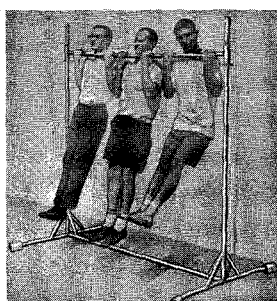
Order No. DC-134.....\$19.95



Adjustable Wall Chinning Bar

All steel unit...Mounts easily on your basement or garage wall...Everything is provided to mount on any type of wall...Hand grip bars are made of tough, unpainted 1 1/2 inch galvanized plated steel with 1-inch tubular reinforcements...Easily adjusts in six inch increments by simply lifting bar brackets and placing in desired notches...Screws provided.

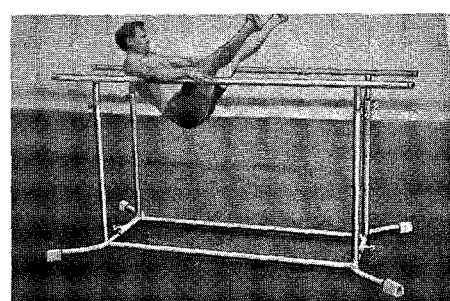
Order No. DC-1316.....\$29.95



Portable Chinning Bar

Galvanized steel portable chinning bar adjusts from 5'6" to 7' and can be used by up to 6 people at one time...Risers made of heavy duty, durable 1-3/4" galvanized plated steel...Crossbar of 1-1/4" galvanized steel...Extra-wide no-tip base has "No-Mar" rubber pads that will not mar the floor...It weighs 55 lbs. FOB Ann Arbor.

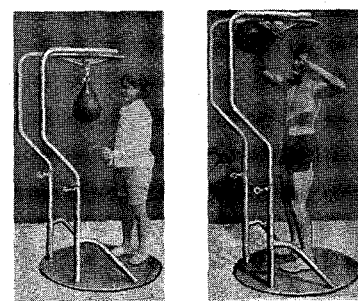
Order No. DC-181.....\$59.95



Combination Parallel Bars

Can be used as either parallel bars or uneven parallel bars...Height adjusts from 48" to 72" in 6" increments...Base adjusts so space between bars goes from 16" to 24"...Bars are 8' long and raise independently...Easy-turn set pins ease setting changes...1-3/4" O.D. galvanized pipe throughout... "No-Mar" pads protect floor...Portable.

Order No. DC-523.....\$98.95



Punching Bag Stand

Here's a Punching Bag Stand to fit anyone...This stand is fully adjustable from 5' 6" to 7' 6"...Made of galvanized steel tubing mounted on a steel base plate...With professional swivel attachment and punching bag...With its 2" "No-Mar" rubber rim to protect fine floors, this stand is completely portable and can be used indoors or outdoors.

Order No. DC-075R.....\$104.90

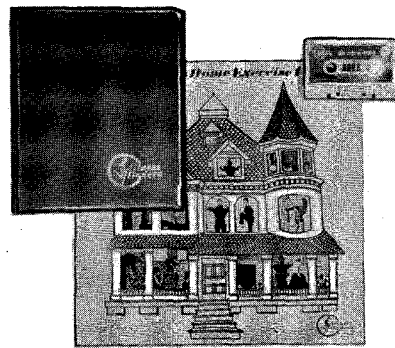
ECONOMY Leg-Press Machine

\$49⁹⁵

- Steel Construction
- Holds Over 500 lbs.

This is an economy version of our popular Deluxe model...Made with the same sturdy construction...A heavy steel base plate for stability...Holds over 500 lbs. of weights...It comes with padded incline board to raise hip angle if desired...Ideal for beginners and those requiring less strenuous leg work...Weights not included.

No. DC-1245.....**\$49.95**



Complete

Nothing More
to Buy!

Home Fitness Program

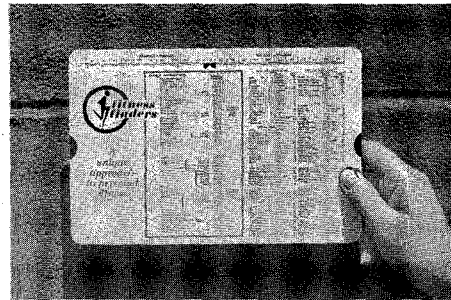
Combines Record, Tape and Book

Only **\$12⁹⁵** Complete

Please Order No. DC-1487

Here's the complete fitness program for the entire family. There is absolutely nothing else to buy--no apparatus, no expensive books or uncomfortable apparel. Coordinated in easy-to-follow book-record-tape form are instructions for a simple, progressive exercise-diet routine which, if followed, will bring fitness to the entire family. Included are: 1/ Long-Playing 12 in. record detailing all exerci-

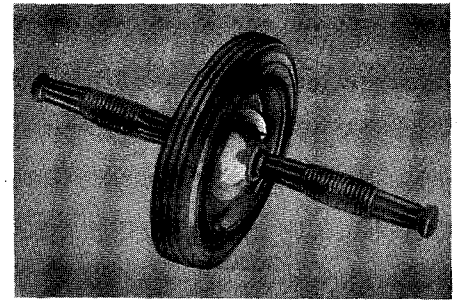
ses, step-by-step; 2/ Explanatory book in hard cover binder with removable sheets packed with information on diet, physiology, weight control and much more; 3/ Tape cassette and case so that your fitness program can be taken anywhere a small tape player will go. Developed in cooperation with nationally-known fitness expert Glen Swengros, this program is a must for the fitness-minded family.



"Total Fitness" Calorie Counter

This compact (9" x 6") approach to personal fitness puts at your fingertips some of the most complete material on calories ever assembled. In addition to a comprehensive listing of basic foods and calorie values, a unique sliding chart provides information on calories actually burned during various activities, relating this to your weight.

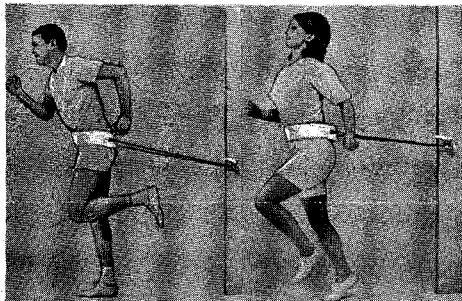
Order No. DC-1486 **\$1.75**



Trim-Roll Wheel

A simple, yet effective exercise wheel...Designed to trim and tone flabby midriffs...Trim-roll features a heavy-gauge steel wheel (8" diameter) with a ball bearing sleeve for smooth operation, and sturdy molded vinyl handles...Exercising with this device is an easy way to keep physically fit...Comes with illustrated instructions...Net weight 4 lbs.

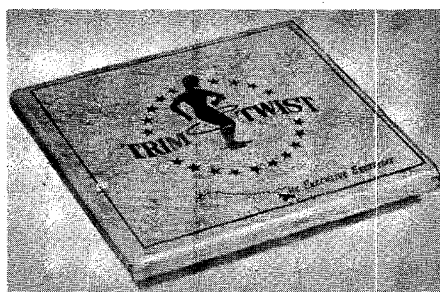
Order No. DC-1474..... **\$5.95**



Jog'r Resistance Runner

The inside track to better health...This item will allow natural jogging, indoor your home or out... Burns calories while it builds your health...Made with leather texture vinyl/nylon belt, quality black exercise cord and a white vinyl chafe guard...Can be used by anyone...Excellent enclosed pamphlet...More natural than anything else.

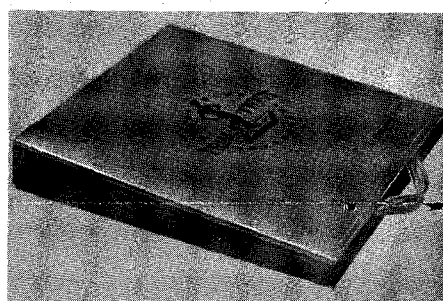
Order No. DC-1247..... **\$6.95**



Trim-Twist Board

The fun exerciser for busy executives, and their families too...Simplicity is its main feature...No special clothing or elaborate equipment...You don't have to move out of your office or living room to use it...Just a few minutes a day you'll find provides a pleasant start toward the healthy habit of regular exercise...Built to last.

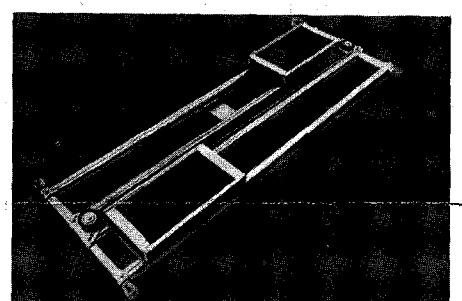
Order No. DC-1188..... **\$6.50**



Executive Jogger

Designed for action-reaction jogging, similar to actual street jogging...A sturdy foam cushion with two strategically placed springs which helps to prevent leg ailments caused by running in place on a hard surface...Naugahyde top is durable and washable...The entire unit is a model of simply-styled ingenuity...No excuses now for not jogging!

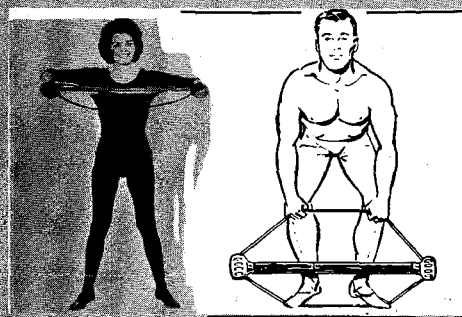
Order No. DC-1187..... **\$9.75**



Trim-Tread

The new way for desk-bound executives and stay-at-homes to get vital walking exercise, without leaving the room...Can be set up anywhere...It features: Rugged, chromium-plated steel construction, quiet ball bearing operation, rubber tip floor protectors and coated steel tension cables to assure proper exercise motion...Instructions...16 lbs.

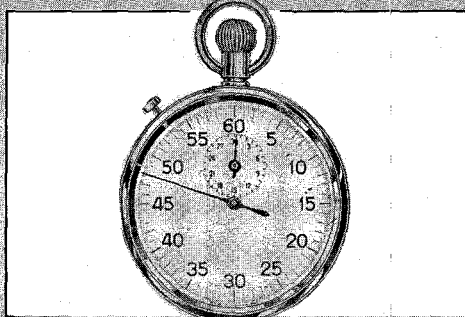
Order No. DC-1472..... **\$31.50**



Tensolator

For the complete body conditioning program...This unique device can be used as an expander or a contractor...Can be easily stored when not in use... Comes with 24 fully illustrated exercises...It features: Strength progress scale, chromium-plated construction, plastic sure-grip handles and plastic-covered expander cables...Plus pressure gauge.

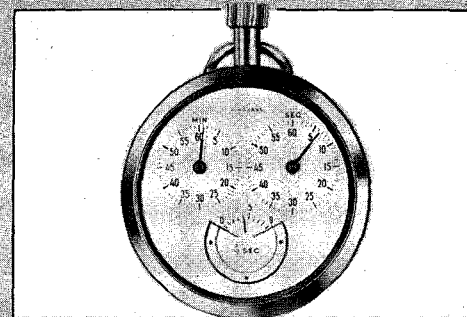
Order No. DC-1473..... **\$29.95**



60-Second Sweep

A sturdy, inexpensive timer for walking, jogging, running or any athletic or recreational activity... Swiss made watch features 60 second sweep second hand with center hand which records up to 30 minutes...Measures with exceptional accuracy to 1/5th of a second... Starts, stops and continues from crown; returns to zero from side button.

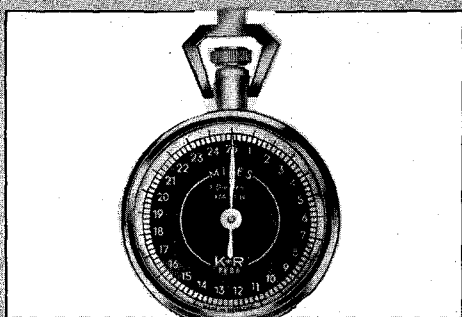
Order No. A..... **\$13.50**



3-Faced German Junghan

The timer for really split second readings!... Now with seven jewel lever movement... Timer reads minutes - seconds - 1/10th seconds on three separate dials, so there is no chance for error - no guessing - the hand stops on one tenth... Timer starts, stops and returns from its crown... Ideal for track activities.

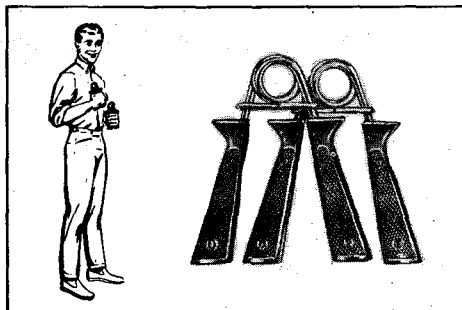
Order No. M..... **\$34.95**



Pedometer

Accurately measures exercise efforts, whether you are walking, running, or jogging...Exclusive calibrated pace control adjusts to individual's stride with sensitive pendulum movement, carefully and accurately recording every step...Measures distances up to 25 miles...Resets easily...Complete with operating instructions.

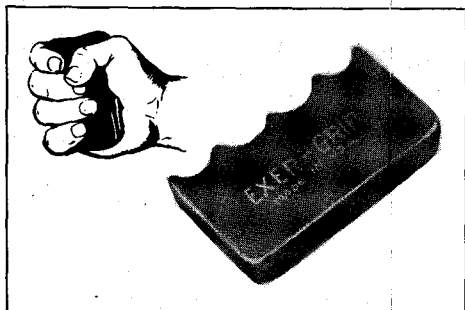
Order No. DC-1287..... **\$9.95**



Hand Grips

There are two kinds of hand strength; "Crushing Force" and "Vice Like Force", both can be developed if you use your Hand Grips three days a week...Finest nickel-plated wire forearm and hand grip with sturdy contour molded handles...These exercises have been scientifically planned to give you maximum benefit with complete safety.

Order No. R22..... **\$1.89 pr.**

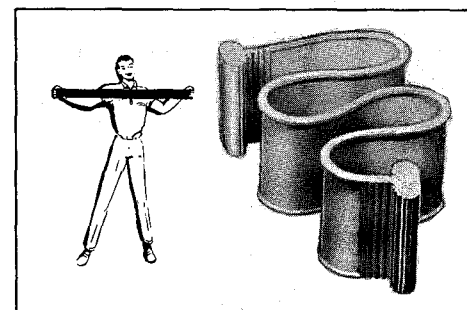


Exer Grip

A real rubber hand grip...Don't confuse it with those spongy plastic imitations...For finger and hand exercises there is nothing better...Compact hand grip can be easily carried anywhere for effective use anytime.

• Use Anywhere, Anytime

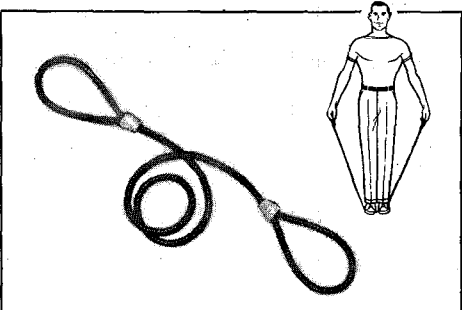
Order No. RB2..... **\$1.95**



Jiffy Gym

Pure gum rubber "tension stretcher" with grip handles...For Men and Women both...Exercises waist, back, hips, thighs, bustline, chest, shoulders and arms...This is a simple, yet easy and effective way to exercise...Popular, pocket sized muscle conditioner is the finest of its kind...Scientifically planned for maximum benefit.

Order No. EM-93..... **\$2.69**

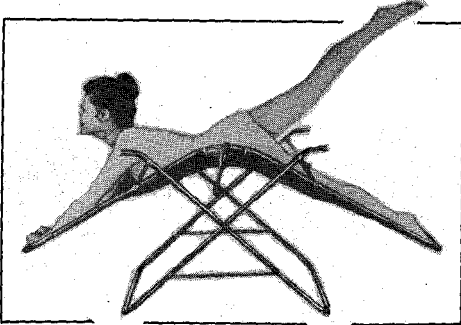


Muscle Stretch

Look better, feel better, with the least effort by exercising little used muscles...Great for Men, but especially for the ladies...The finest, long life, pure rubber filled woven stretch cable for 50 different body exercises...Comes with illustrations and complete instructions...The easy, inexpensive body conditioner.

Order No. EW30..... **\$1.89**

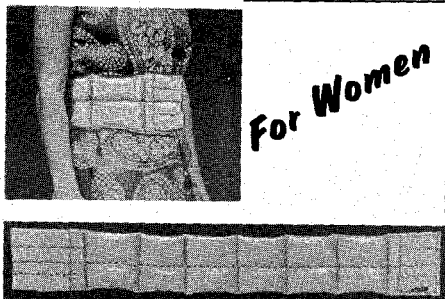
Wolverine Sports / 745 State Circle, Dept. "S" / Ann Arbor, Michigan 48104



WONDER Lounge / Exerciser

New idea in home exercising...Exerciser firms up muscles, and takes off excess flab...Eases nervous tension...Improves blood circulation...Relieves muscle stiffness...Can also be used as an aid for many back problems...Portable exerciser has a heavy steel "X" frame, with a nylon/plastic coated sling...Size: 30" x 7" x 47 1/2"...Color: Blue.

Order No. DC-1211.....\$32.50



6 lb. Vinyl Waist Belt

Slims, tones, strengthens while wearer goes about normal routine...Belt features soft, pliable, elastic-backed vinyl specially designed to resist peeling, cracking or splitting...New, extra long-life Velcro fasteners assures snug, comfortable fit at all times...White Only...Sizes: Small (25-30), Medium (29-34) and Large (33-38).

Order No. DC-1210.....\$12.95

Folding SLANT Board

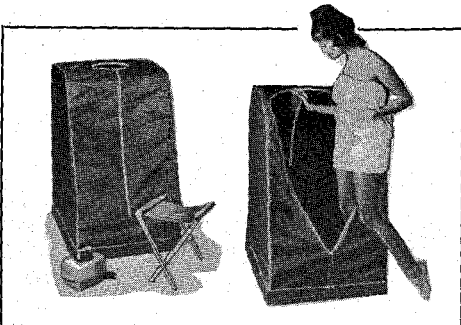
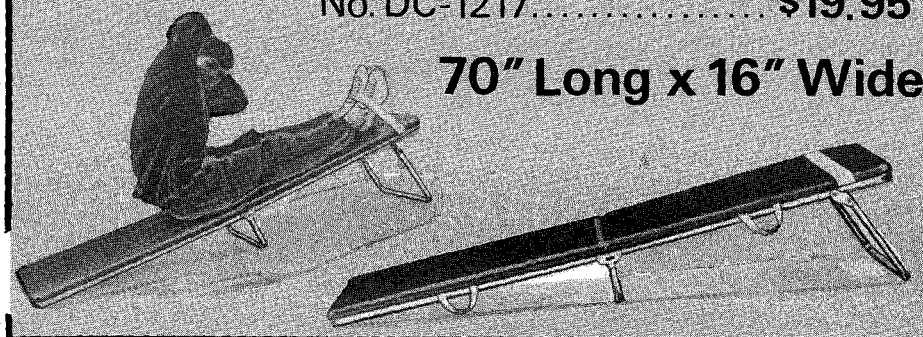


\$19.95

This new exercise board is an excellent way to exercise for both men and women...Its durability, yet light weight, adds to its outstanding value as an exercise aid...It features a burgundy vinyl covering over 1/2 inch polyform padding...The sturdy frame is easily folded and stored...Also includes a foot strap, carrying handles and complete exercise instructions.

No. DC-1217.....\$19.95

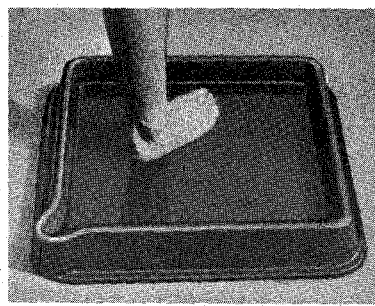
70" Long x 16" Wide



Sauna Bath

Economical, portable sauna bath for use in your home...Frame is 5 pieces of 1" aluminum tubing...Covering is red reinforced vinyl with reversible aluminum front zipper...All seams have reinforced welting...Fully enclosed with vinyl bottom tray...Includes aluminum stool with vinyl seat (12" x 12" x 17" high), 110 volt vaporizer and assembly instructions.

Order No. DC-1996.....\$39.95

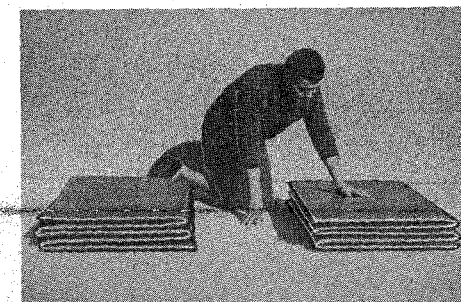


Foot Bath Tray Deophene

Ideal for use around home pool...Trays lie flat...Do not deteriorate from the use of antiseptic solutions...Convenient spout for draining...Fine corrugated surface to prevent slipping.

No. DC-275...17 1/2" x 17 1/2".....\$44.95

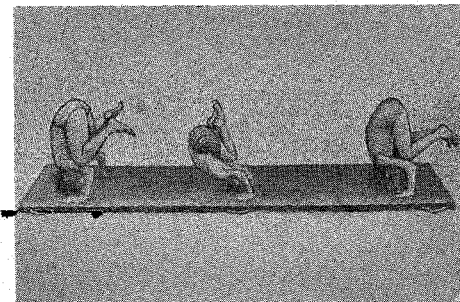
Deo-phene, a powerful germicide that destroys bacteria, but has a fresh mint odor...1 gal. yields 64 gal. of solution. No. DC-276.....\$8.50 gal.



Folding Mats

Can be used for exercises, tumbling or used for sleeping in your camper, trailer or tent...Fold down for storage or travel...Tuf-Flex filled, with heavy reinforced external nylon seams...Metallic green.

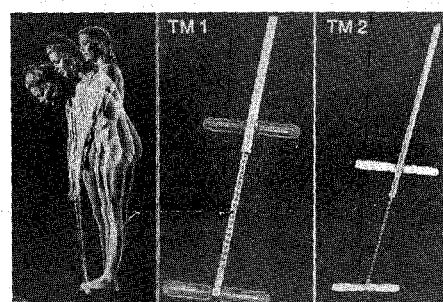
DC-569...1" x 2' x 6'.....\$17.95
DC-570...1" x 2' x 10'.....\$29.95
DC-571...1" x 3' x 6'.....\$25.95
DC-572...1" x 3' x 10'.....\$42.95



One-Inch Mats

For exercises, tumbling, and also can be used for sleeping in your camper, trailer or tent...Filled with high density foam "Tuf-Flex"...Fabric-backed vinyl cover...Come in Red, Grey, Blue or Green.

DC-564...1" x 2' x 6'.....\$16.95
DC-565...1" x 2' x 10'.....\$26.95
DC-566...1" x 3' x 6'.....\$23.95
DC-567...1" x 3' x 10'.....\$33.95

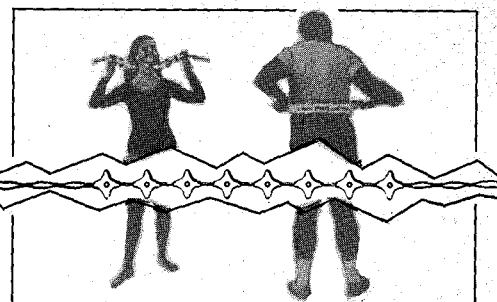


Reverse-A-Mates

New and versatile...For the whole family's fitness program...Reversible action adds exercise to tone the waistline, arms, chest and legs...Permits rowing exercises...Rugged, chromium-plated construction...Illustrated book...TM 1-6 lbs. TM 2-5 lbs.

No. TM-1 (For Men).....\$19.95

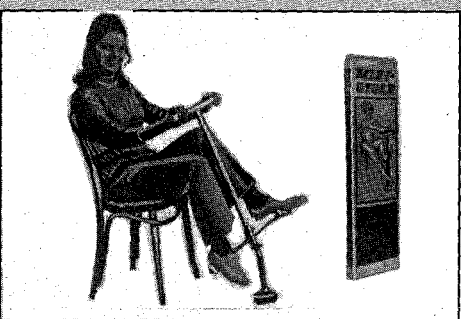
No. TM-2 (For Women, Children).....\$19.95



Massage-U-Lator

Developed to simulate the massaging action of a Swedish masseur...Ideal for use in sauna or steam bath...Consists of 16, four-fingered rollers attached to a flexible plastic belt with 3 position gripping loops...Pulling the belt back and forth moves fingers across area to be massaged...High quality rubber and vinyl material...Completely washable.

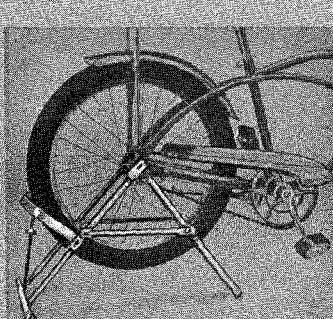
Order No. DC-1213.....\$8.95



Mini-Cycle

Here is a new and easy way to exercise anywhere...The frame and handle is made of 1 inch tubular steel...With protective end caps...The plastic pedals have nylon (long-life) pedal bushings...Synthetic rubber anti-skid cup...Electrostatically baked enamel finish...Lightweight and compact for storage...Includes daily exercise program.

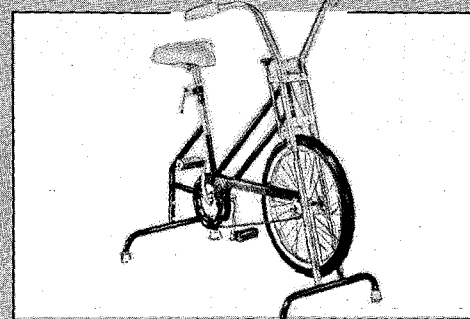
Order No. DC-1995.....\$5.95



Exerbikel

Convert any bicycle to an exercise cycle...This item will fit all wheel sizes of bicycles 20" to 26"...Built of heavy steel tubing with an easy adjusting nylon tension bar to simulate level or incline riding with flick-of-the-finger adjustment...Comes complete with all steel pre-drilled parts and necessary bolts...Assembles in minutes.

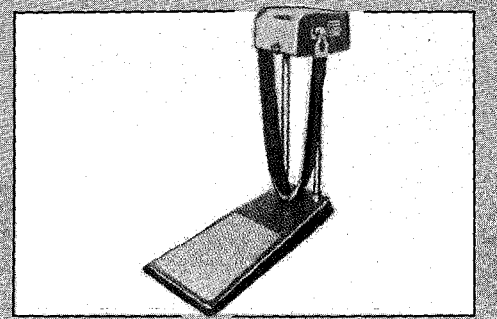
Order No. DC-1248.....\$11.95



Trim Ride 600

Here is the exercise bicycle that appeals to everyone...Comfortable padded spring cushion saddle which adjusts easily and quickly...Dual caliper tension for smooth adjustable pedaling...Speedometer for speed and distance measurements...Block style pedals...Full circle chain guard...Finest exercise bike available at any price.

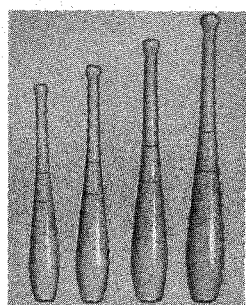
Order No. DC-1550.....\$74.95



Custom Massage Belt

The finest in belt massagers...Try one on those unwanted bulges and fatty tissue...Attractively designed, it will make a welcome addition to your bedroom or family room...1/4 HP motor...Variable belt intensity setting...4" belt...Non-scut steel footstand, chrome posts...All steel construction...Weights 41 pounds.

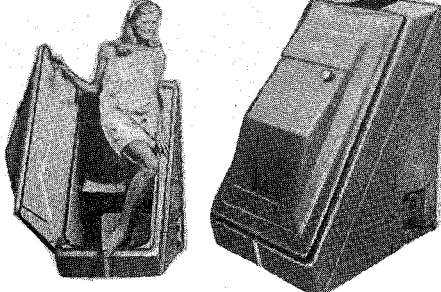
Order No. DC-1476.....\$119.95



Indian Clubs

A unique way for you to develop coordination and timing...Can also be used in a backyard obstacle course...Finely sanded and varnished hardwood clubs...Packed 1 pr. to a box...In 4 weights.

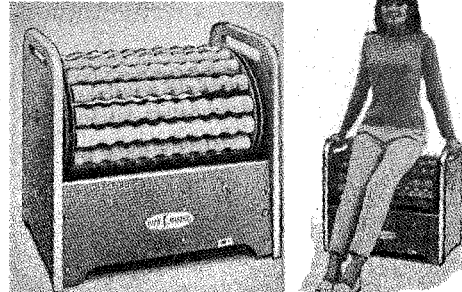
DC-182...12" (1/2 lb.).....\$3.50 pr.
DC-183...14" (3/4 lb.).....\$4.50 pr.
DC-184...16" (1 lb.).....\$5.50 pr.
DC-185...18" (1-1/2 lb.).....\$6.50 pr.



Portable Home Steam Bath

Features unitized fiberglass construction for years of trouble-free performance...45" high, 25 1/2" wide by 36" deep...Roll-about casters...3 position contour seat...Includes timer with automatic cut off at 30 minute maximum...Thermostat controlled Calrod steam generator...In Ocean blue or white...83 lbs...Requires no plumbing or installation.

Order No. DC-1477.....\$315.95



Roller Massager

For a relaxing massage session nothing surpasses this roller massager...Free-turning hardwood rollers move along your body contour, gently kneading...You determine the massage depth by the pressure you put against the rollers...16 triple lacquered rollers with bronze oilite bearings...1/4 HP single speed motor...Weights 76 lbs...Ocean blue.

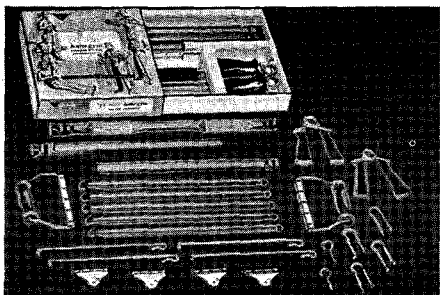
Order No. DC-1478.....\$189.95



Jog-Along

For those who demand highest quality in a moderately priced jogger...Heavy-duty, welded steel construction...Exclusive self-centering tread...Distance measuring pedometer...Incline is easily adjustable...Stores easily and can be quickly assembled...20" wide, 48" handlebar height, 48" tread width...Weights 56 pounds.

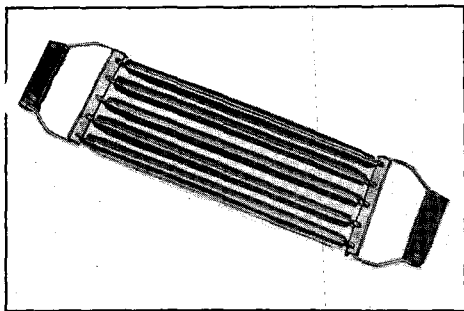
Order No. DC-1480.....\$149.95



6-Way Combination Exercises

An excellent way for the whole family to exercise...All metal bars, with new snap together top bar, and contour shaped lower bar...Contents: 5 heavy, nickel plated, spring chest pull-Pair of indestructible "Saf-Tee" Handles-Pair hand grips-Attachments for rowing machine and wall pull...Easy to assemble and change.

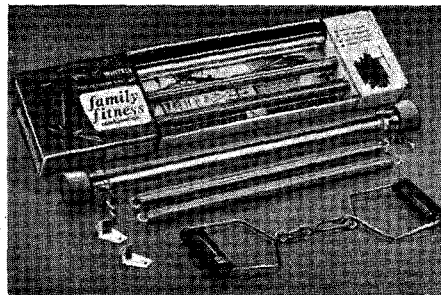
Order No. DC-1467.....\$13.95



Chest Pull Exerciser

For exercising and strengthening arms, shoulders and chest...5 extra heavy nickel plated springs...With the real "Saf-Tee" handles...Molded non slip grip and all metal at friction bearing points for true safety...Proper tension...Springs can be taken off or added to gain desired tension for each person...Comes with complete instructions.

Order No. DC-1469.....\$6.95



Family Fitness Combination

Perfect physical coordination and body fitness for each member of the family...Set includes: Gym bar with "Lock-tite" rubber ends that stay on and hold, 2 springs with handles which can be used as a chest pull, wall pull or rowing machine...New Saftee brackets for even greater security...With complete illustrated instructions.

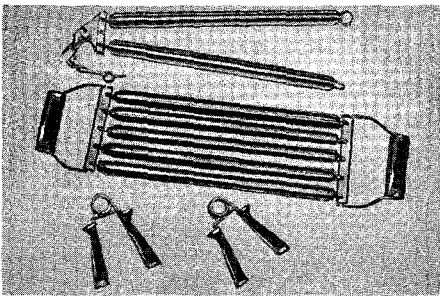
Order No. DC-1470.....\$8.95



Hand Xociser

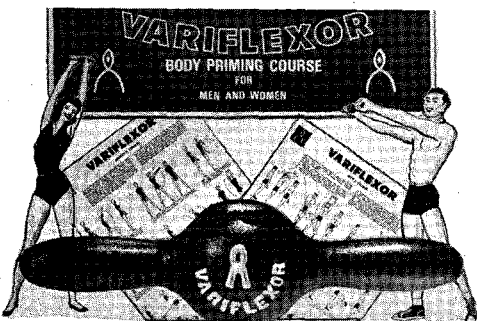
An amazing new exerciser with a revolutionary principle of operation...Used for a variety of sports and exercises...Consists of a very durable and high quality contoured bulb with molded in valve and a precision resistance component...Compact, with no metal components...Cleans easily with damp cloth...Also can be used in physical therapy.

Order No. DC-1209.....\$1.99



3-Way Home Gym

Combination home gym for the family...This set contains 3 different exercisers which affect different muscles...Contains: Five heavy spring chest pull with nickel plated springs and "Saf-Tee" non-slip handles...Wall exerciser that holds up to three springs...1 pair of heavy tension hand grips with contour molded handles.



Variflexor

The space age body primer that features dynamic swinging movements...Helps you to normalize body weight, tone and shape muscles, develop strength and flexibility...Included with it are 40 exercises with plenty of "show how" illustrations...Separate courses for men and women...Made of solid metal, it swings you into shape fast.

Order No. DC-1208.....\$5.45



Weighted Ankle Bands & Wrist Bands
from \$5.95 Delivered

New Velcro Fasteners

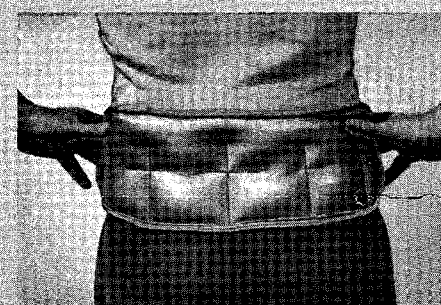
Universally used training aids...Employs "overload" principle with heavy vinyl, filled with fineshot...Ankle weights have "V" cutout over heel for better movement...Sturdy web straps, sure-grip buckles with metal tips, adjustable elastic strap...Also Velcro fasteners.

DELUXE ANKLE BANDS
DE-25...2 1/2 lbs. ea. 5 lb. pr. \$ 7.95 pr
DE-35...3 1/2 lbs. ea. 7 lb. pr. \$ 9.95 pr
DE-50...5 lbs. ea. 10 lb. pr. \$11.95 pr
DE-75...7 1/2 lbs. ea. 15 lb. pr. \$12.95 pr
DE-100...10 lbs. ea. 20 lb. pr. \$16.95 pr
SP-300...3 lbs. ea. 6 lb. pr. VELCRO \$6.95 pr

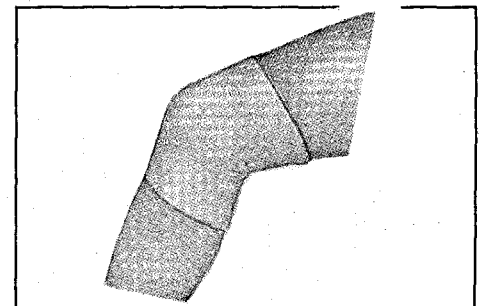
STANDARD WRIST AND ANKLE BANDS
ST-25...2 1/2 lbs. ea. 5 lb. pr. \$ 6.95 pr
ST-35...3 1/2 lbs. ea. 7 lb. pr. \$ 8.95 pr
ST-50...5 lbs. ea. 10 lb. pr. \$10.95 pr
C-2...WRIST...2 lbs. ea. 4 lb. pr. \$ 5.95 pr
C-3...WRIST...3 lbs. ea. 6 lb. pr. \$ 6.95 pr
C-4...WRIST...4 lbs. ea. 8 lb. pr. \$ 8.95 pr

Weighted Waist Belts

from \$9.95



Made with your comfort and safety in mind...Fine shot filling gives flexibility and softness...Covered in tough, durable vinyl that cleans with a damp cloth...Sturdy web straps with sure-grip buckles and non-fray tips...3 sizes:
No. C-6...12 lb. Belt.... \$ 9.95 each
No. C-7...15 lb. Belt.... \$10.95 each
No. C-8...18 lb. Belt.... \$12.95 each

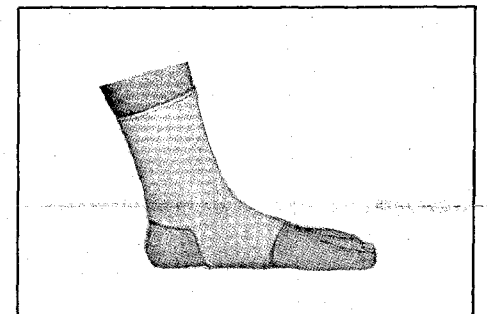


Knee Support

For knee support in any athletic activity to relieve or prevent strain...Seamless deluxe rayon and cotton knitted elastic...Sold singly, not in pairs...One size to fit all.

- Relieves & Prevents Strain
- Knitted Elastic

Order No. DC-1484.....\$1.65 ea.

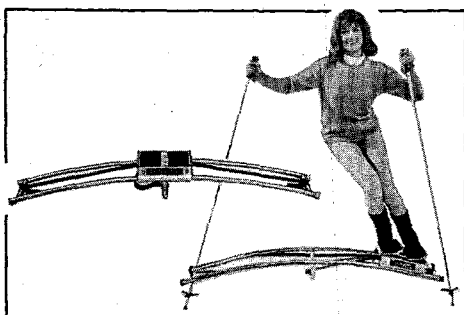


Ankle Support

For ankle support in any activity to relieve or prevent strain...Heavy rubber core, seamless rayon and cotton knitted elastic, cut and shaped to fit...Sold singly, not in pairs...Sizes: S-M-L.

- Seamless Rayon
- Cut & Shaped to Fit

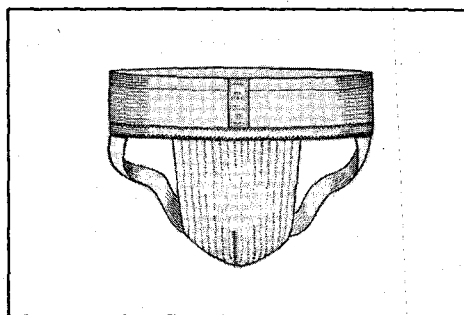
Order No. DC-1485.....\$1.65 ea.



Ski Way

Use it anywhere, at home, at the office and boots or skis are never needed...Realistic action conditions, trains, strengthens and maintains muscular coordination and skill all year round...Chrome plated platform...Cold rolled tubular steel...Rides on quiet ball bearing nylon wheels...Completely assembled...Easily adjusts...Wt. 20 lbs.

Order No. DC-1475.....\$39.95

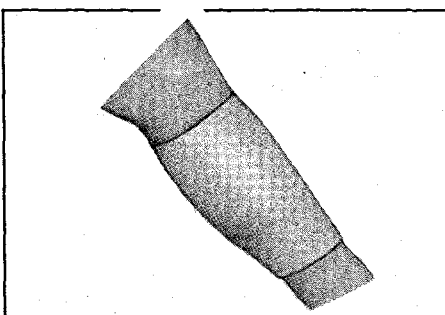


Athletic Supporter

Finest quality supporters for men and boys...Made with the finest rubber thread specially treated for heat resistance...Long wearing 3" waistband...1 1/2" leg straps...Mesh pouch...Sizes: mens: Sm(28-32), med(34-38), Lg(40-44) Boys: Reg(20-24) Lg(26-30).

- Little League Approved

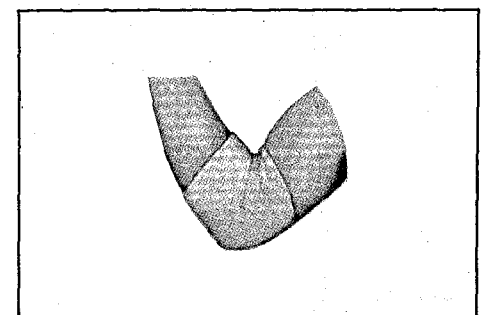
Order No. DC-1481.....\$1.25



Calf Gripper

Excellent for treatment of shin splints resulting from exercise...2-way stretch knitted tubular elastic which slides over foot and gives equalized tension from ankle to calf...Recommended for injury from running, but equally effective for all active sports or activities where muscular contraction and tendon pulls result...Comes in one size to fit all.

Order No. DC-1482.....\$2.59 pr.

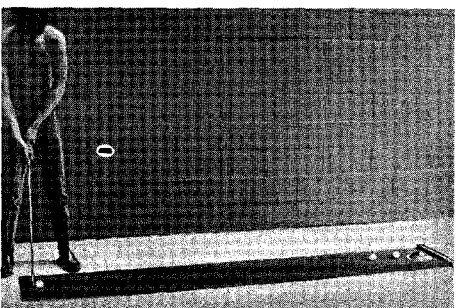


Elbow Brace

Two way stretch tubular knit elastic...For the prevention and relief of elbow strain in any sport...Packed in pliafilm bag...Sold singly, not in pairs...Comes in one size to fit all.

- Two-Way Stretch
- One Size Fits All

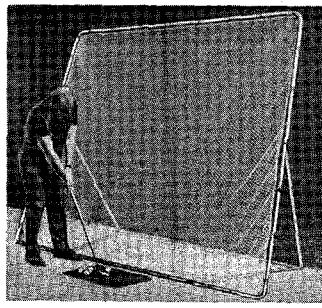
Order No. DC-1483.....\$1.65 ea.



Golf Putting Carpet

Now you can practice your putting in the back-yard or basement before or during golf season...Nine feet of putting surface to simulate the putting green...Made of "Tuf-Turf" Matting...This surface will withstand abusive club treatment and is weather resistant...Molded rubber putting cup included...18" x 108"...Rolls up for easy storage.

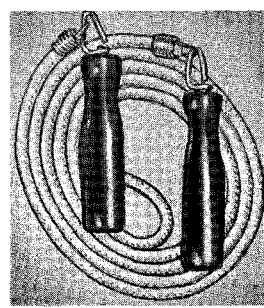
Order No. 40.....\$9.95



Golf Practice Net

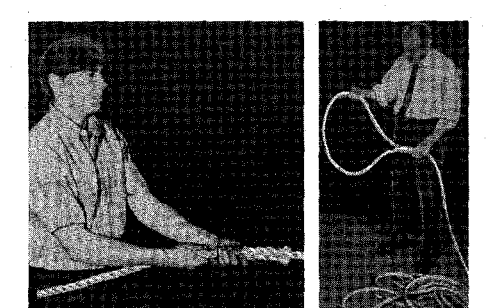
Here is an ideal way to practice your golf swing without even leaving your home...No more driving ranges--no more retrieving golf balls...This is an indoor-outdoor model with a 9 foot by 7 foot net...Reinforced aluminum sectioned tubing for easy set up...The net has free slide action, and stops golf ball on impact...Suction cups furnished.

Order No. DC-244.....\$34.95



Skip Ropes

Heavyweight Skip Rope...A 8' 6" cord attaches to free-running swivels.....DC-174...\$1.89
Professional Type Skip Rope...9' 6" weatherproof rope...Ball bearing handles.....DC-175...\$3.69
School and Playground Jump Rope...16'6" cord with finished handles.....DC-176...\$2.19
Econo Jump Rope...Heavy duty rope 8'6" long with red hollow handles.....DC-177...\$13.95 per doz.

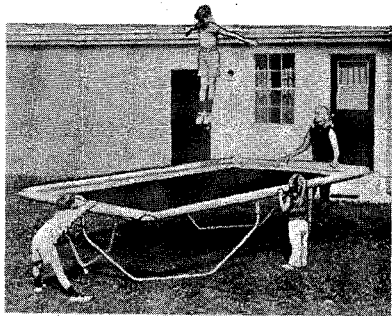


Tug-O-War Ropes

Highest quality one-inch diameter rope at lowest price possible...Loop is woven into the end, not tied like other ropes, and is large enough for any anchor man...Small enough for children...Come in 2 lengths, both made with "smooth grip" manilla.

Order No. DC-603.....\$28.50

Order No. DC-604.....\$36.50



Big Bouncer

Great fun for children up through the sixth grade...Frame measures 6'-6" x 10'-6" and stands 32" high...Equipped with a sturdy polypropylene bouncing bed with multiple dacron stitching...Bed supported by 58 heavy-duty steel springs spaced 5" apart...Won't tip or rock...Zinc-coated frame assembles easily without tools...Shipping wt. 140 lbs.
Order No. DC-1193.....\$189.95

New! Home Trampolines In 3 Sizes from \$189⁹⁵

Wall Chart Included With Each Trampoline Showing
All Fundamental Trampoline Skills and Safety Procedures

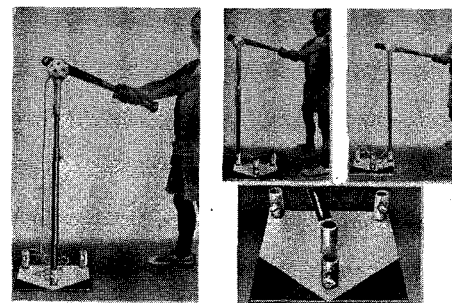
PAD NOT INCLUDED

Tramp Champ

The Tramp Champ is fun for the entire family...Frame measures 7'-6" x 12'-6" and stands 34½" high...74 heavy-duty springs spaced 4-3/4" apart give a true bounce to the full-size 5' x 10' polypropylene bed...Equipped with spring tabs...Multiple dacron stitching for maximum strength...Assembles without tools...Shipping wt. 220 lbs.
Order No. DC-1192.....\$269.95

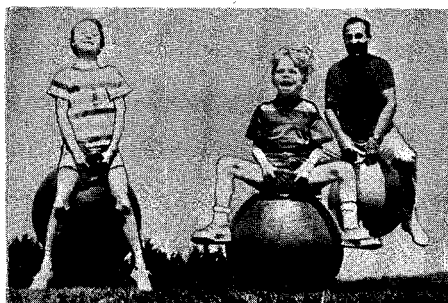
Jumbo Tramp

The leader of the line...Frame measures 8'-6" x 14'-6" x 38" high...88 heavy-duty springs give a true professional feel to the regulation-size 6' x 12' polypropylene bed...Every spring equipped with all-nylon spring tab, each with tensile strength of 1,000 lbs...Multiple dacron stitching used throughout...Assembly needs no tools...Wt. 305 lbs.
Order No. DC-1191.....\$310.00



4-Position Batting Tee

Hit regulation baseball or softball from any of 4 positions...Flexible top protects bat...Home Plate steel base plate for stability...No. DC-1205 is bat "T" only; No. DC-1206 includes bat "T", poly ball on nylon cord and poly bat.
Order No. DC-1205.....\$15.95
Order No. DC-1206.....\$18.95



Jump Balls

Great fun for the entire family--use on picnics for relays, group races, or just individual fun...Can be used indoors or outdoors--they're that tough...Vividly colored balls constructed of special compound vinyl material which insures permanent resiliency while providing maximum strength...Balls easily inflate...Automobile tire type air valve.
Order No. DC-1350.....\$8.95

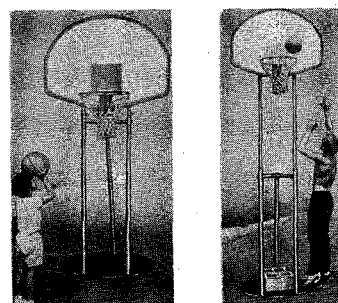
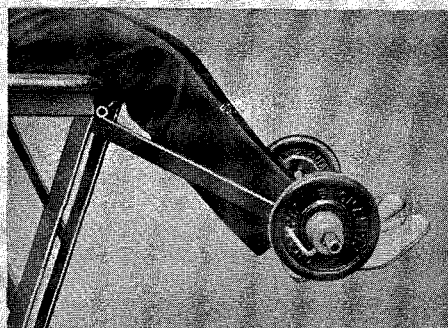


One Man Leg-Lift Table

Only
\$48⁹⁵

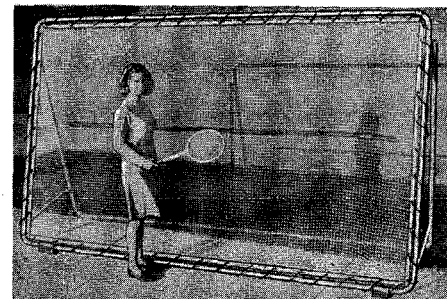
A leg-lift table specially designed for maximum leg building effect for one athlete...Constructed of heavy-gauge steel with vinyl-covered top...Suitable for front or rear lifts...Equipped with rubber pads for use indoors...Use it with any size weights.

No. DC-1061...\$48.95



Rollaway Basketball Goal

Portable with official size backboard of painted ½" Masonite...For use in play areas or on any hardtop surface...Adjusts from a low of 6 feet to official 10-foot height (at 10 feet, should weight base with cement block, not necessary at other heights)...The risers of 1-3/4" O.D. galvanized steel, with 1/4" steel base plate...No-Mar rubber rim for indoors.
Order No. DC-410R.....\$118.90



Tennis Rebounder

Net adjusts quickly and easily to change angle of rebound...Over seven feet high and a full 12 feet wide...Comes with four rubber "No-Mar" floor pads for protection of your finest floors...Fine quality nylon net...Heavy duty 2" galvanized steel frame...This amazingly versatile piece of equipment folds flat for easy storage...Use indoors or outdoors.
Order No. DC-070.....\$98.50

Pogo

Stick



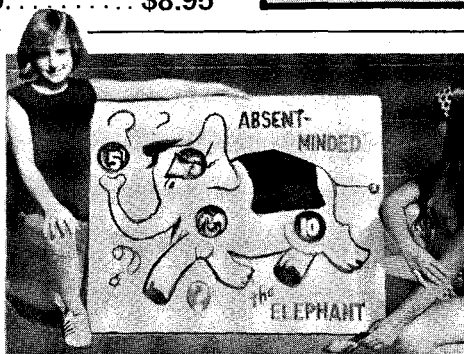
Pogo Stick

Bounce and balance sport...This perennial favorite now has safety designed hi-riser chromed handlebars...In new, mod-metallic colors...Flashy handle streamers...Heavy tubular steel column completely encloses tempered steel coil spring...Steel reinforced rubber tips, non-skid rubber foot pads...Very easy to assemble...Weight: 36 lbs.
Order No. DC-1190.....\$8.95

INSTITUTIONAL
GAMES

GIANT
SIZE
GAMES

3 COLORS



Absent-Minded the Elephant

This unusual elephant might forget some things, but he never forgets to please...Game features vividly colored image on washable tempered hardboard designed to withstand really hard knocks for years to come...Includes six 3-1/2" x 3-1/2" vinyl bean bags and collapsible metal stand with rubber tips for safe indoor use.

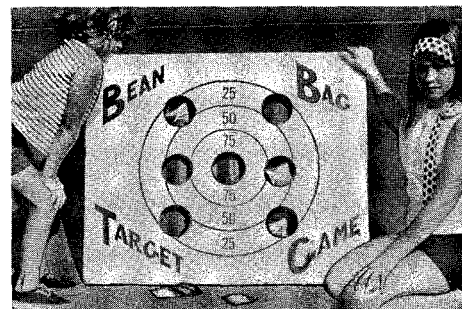
Order No. DC-1700.....\$13.95



Buckets the Clown

Smiling "Buckets the Clown" in red and white enamel on tempered hardboard has three large target areas...Game includes six colored bean bags, plus mar-proof all-metal floor stand...The large 30" x 36" board is perfect for groups, singles, etc...Safe for all children...All parts are completely washable.

Order No. DC-1312.....\$13.95



Thro-Thru Target Game

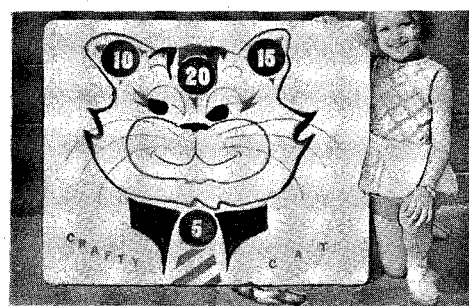
A basic game -- providing challenge and enjoyment for young and old...Game comes with 6 brightly colored 3-1/2" x 3-1/2" vinyl bean bags and a rubber-tipped, collapsible metal stand...Target face is screen-printed on rugged tempered hardboard...Colorful surface wipes clean in a jiffy with a wet cloth...For all ages.

Order No. DC-1702.....\$13.95

INSTITUTIONAL
GAMES

GIANT
SIZE
GAMES

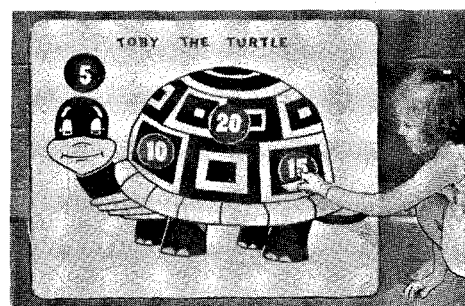
3 COLORS



Crafty Cat

Tots, teens, and adults will enjoy tossing a bean bag or two at this "Crafty Cat"...Blue and white enameled hardboard will take much abuse...Safe and completely washable...This game comes complete with all-metal mar-proof floor stand, 6 colored bean bags...You can use these games with classes, teams or singles.

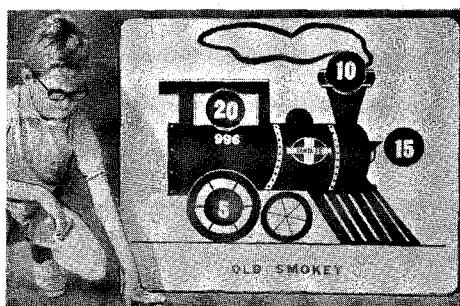
Order No. DC-1313.....\$13.95



Toby the Turtle

Ideal game for single, team or class play...30" x 36" tempered hardboard with screened turtle in green and yellow enamel will stand up to vigorous use...Comes equipped with all-metal stand and floor protectors, plus 6 colorful bean bags...Safe and all parts are completely washable...Bean bag games can be enjoyed by children of all ages.

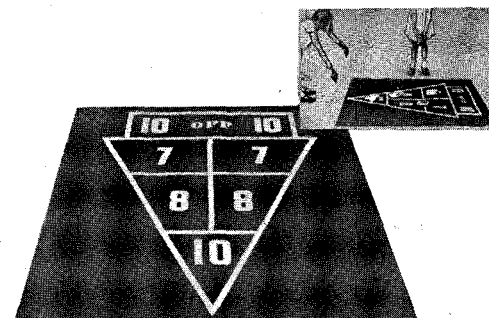
Order No. DC-1310.....\$13.95



Old Smokey

"Old Smokey" the locomotive will delight the little guy, but provide a challenge for the older crowd, too...30" x 36" tempered hardboard takes much abuse...Enameled in bright blue and yellow...Completely washable...Comes with an all-metal stand, floor protectors, and six colored bean bags.

Order No. DC-1311.....\$13.95



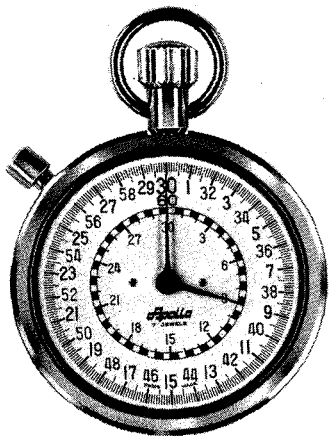
Pitch Shuffleboard

For use indoors or outdoors...Can be played by the whole family...You can even make your own set of rules...For 1 to 8 players at almost any distance...Large-size 5" high numbers and 54" x 48" surface is visible anytime...Durable, heavy-duty, all-weather vinyl folds or rolls up for compact storage...Comes with 8 vinyl bean bags.

Order No. DC-1196.....\$12.95

clubs. Size: 31 inches long, 15 inches wide, 8 inches deep. Weight: 50 lbs.

For more information write: Hageman Co., 102-5th Street, Arbuckle, Ca. 95912.



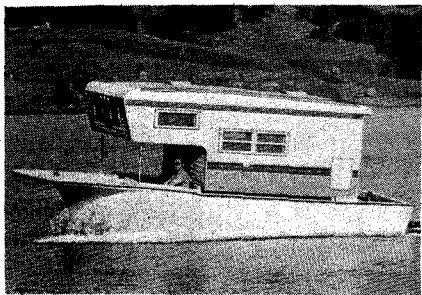
Center register stopwatch

A new center register stopwatch designed specifically to meet the needs of sportsmen, coaches and track followers is being marketed by Aristo Import Company.

Named the Apollo Center Register, the stopwatch features a unique center register with large, easy-to-read, red and black numerals. It is available with a 1/5 second timer and a 60-minute register, or with a 1/10 second timer and a 30-minute register.

The watch contains seven jewels and is shock resistant, set in a heavy duty case.

For more information, write: Aristo Import Co., Inc., 630 Fifth Ave., N.Y., N.Y. 10020.



"Instant Houseboat"

The Champion "23" is a sound, fiberglass, all-around utility boat for cruising, fishing, water-skiing or commercial work, and converts instantly to a houseboat by adding your camper to its spacious cockpit.

The boat handles any camper

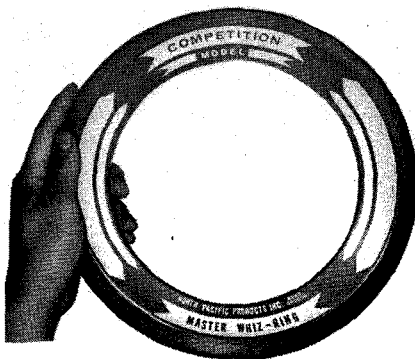
up to nine feet plus cab over. The total unit is called "Camp-A-Boat" and is 22 feet 7 inches long. An eight foot beam makes it trailerable. Draft is 7 inches and 11 inches with a fully equipped cab over camper.

Optional equipment includes high foam seat cushions, walk-through windshield, sun top and 70 or 140 gallon fiberglass gas tanks.

Standard equipment consists of rub rail, deck hardware, trim and lights.

Power options are your choice of outboard, stern drive or jet drive powered by 35 hp to 330 hp engines. Built-in foam provides positive flotation.

Write Champion Boats of California, Ince Ltd., 13076 Saticoy Street, North Hollywood, Ca. 91605.



Record distance saucer toy

The new competition model Master Whiz Ring has been thrown over 100 yards, according to the manufacturer, North Pacific Products, Inc.

This beats the Frisbee record by 13 yards, they claim. Being a ring, the model is lighter than saucers of the same size (10 1/4 inches in diameter and much easier to throw and catch.

Precision ground moulds produce the aerodynamically clean airfoil and perfect balance at the 65 gram weight. The ring can be thrown forehand as well as underhand and backhand. Molded of tough, high impact polypropylene, it is available in yellow or red with gold speed stripes.

Information on sales and the nationwide competition sponsored by the company may be obtained from North Pacific Products, Inc., Bend, Or. 97701

**Support your
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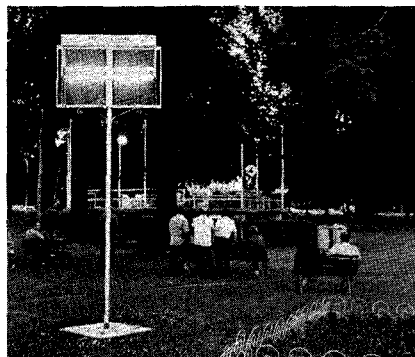
Bicycle theft alarm

Bike Gard is a solid state electronic, tamper-proof device that effectively warns bicycle owners of attempts of theft. The alarm is installed by mounting the unit on the seat post. A quarter turn of a key activates the unit. When the bike is moved — even slightly — a pulsating horn sounds.

If the movement is accidental, Bike Gard has an automatic reset device which allows the horn to sound for 30 seconds before shutting itself off to await the next movement.

The unit is dust and rust-proof. It comes complete with two keys, battery and mounting hardware.

Write: Bike Gard, Security Products Division of Alcotronics, Church Road & Roland Avenue, Mt. Laurel, N. J. 08057.



Insect electrocutors

Early arrivals at dusk can now enjoy the music while the Gardner Insect Electrocutors allow their hands to be used for applause...not slapping pesky insects.

The clean unobtrusive installation is always on continuous electronic guard and is no threat to bees or birds, since it is of most value primarily at night.

Write: Gardner Mfg. Co., Horicon, Wi. 53032.



nira news



Flick-Reedy sponsors tour of facilities

This group of cheerful faces was photographed during a late winter tour of the plant and facilities of the Flick-Reedy Corporation.

Three instructors and about 25 students majoring in recreation had the opportunity to learn first-hand how industrial recreation is used by industry.

The tour group, from Moraine Valley Community College, Palos Hills, Ill., saw Flick-Reedy's

manufacturing and recreational facilities, including demonstrations by the Health and Education Services Division in physical fitness.

Those faces, from left to right are as follows: Ray Pietryla, Professor in Recreation, Moraine Valley C.C.; W. P. O'May, Personnel Manager, Flick-Reedy; Art Conrad, Vice President, Employee and Public Relations, Flick-Reedy; Marilyn Twining, Associate Professor, Moraine Valley; and Howie Scheidt, Physical Education and Recreation Coordinator, Moraine Valley.

Final season shoot at Motorola in Arizona

The winter league of the Motorola Trap and Skeet Club closed with the annual Calcutta shoot in Phoenix.

Team No. 4 took first place trophies with a total of 40 points representing 1421½ birds broken. The high team shooters were Gus Herman (Team 6), Duke Cross (Team 4), Roger

Dyer (Team 1), Jim Doerr (Team 5) and Robert Love (Team 3).

The high trap award was won by Jack Allison and the high skeet award was presented to George Amundson, Jr. George Amundson, Sr., with the highest overall score combining trap and skeet for any shooter in the league, received the high overall award.

The Motorola Trap and Skeet Club is open to any Motorolan

who enjoys the outdoor sport of trap and skeet shooting. Club members participate in organized shooting events and are not restricted in the amount of practice shooting they may want to do. The club stresses safe gun handling, the development of good shooting practice and responsibility and good sportsmanship.

Miss NIRA contest progress

Paul Wood, coordinator of the 1972 Miss NIRA contest, reports that this year's entries are far above those of last year. Applicants currently being reviewed will be narrowed down to 12 semi-finalists sometime in the near future. Of those, the finalists will be announced prior to the national conference.

United has "Bike Box"

United Air Lines' new "Bike Boxes" were recently developed to enable passengers to take their bicycles along with them on airplanes. The boxes, first in the airline industry, are available at all United airport ticket counters free of charge. The standard excess baggage charge applies.

Confidence classes at Kodak Park

Every other Thursday from 5:15 to 7:30 p.m. the Toastmasters Club meets at Kodak Park. The club is a painless solution to those who feel they are being held back because they are timid or self-conscious.

The classes in confidence offer no fancy gimmicks and there is no tuition. The bulletin for the course says, "It makes no difference what job you now hold. Our club is made up of members who feel that more self-confidence will help them in their jobs. See men in all stages of training. Some will impress you with their ability in communication and leadership and others you will recognize as beginners."

This self-training course may be a valuable addition to your employee programs. Think about it.

New activities at Pratt & Whitney

A number of special clubs and one-time events are scheduled by the Pratt & Whitney Aircraft Club.

Professional Horseback Riding lessons for club members and families begin June 3 as a six-week cycle. Classes for beginner, intermediate or advanced riders will be held each day.

Beginning June 7, the club will offer Professional Scuba Lessons on a five-week basis. A certified instructor will conduct 90-minute classes and equal pool periods, with all equipment furnished. You need a physical exam and a swimming test to qualify.

The club has also arranged three separate playing times for tennis buffs. The Early Commuter Tennis Program runs from 7 to 9 a.m., the Luncheon Tennis Special from noon to 2 p.m. and the Late Commuter Tennis Special from 5 to 7 p.m. The Tennis Forum appears to get you coming or going!

Finally, the Outdoor Barbeque Cooking course begins June 12 for three weeks.

DuPont bowlers set record performance

Engineering Department bowlers, in opening the DuPont Employees Men's Bowling Assn., racked up their best performance in 31 years of competition.

According to final statistics, 1630 DuPont employees from 30 company plant locations competed for \$7,600 in prize money. DEMBA is recognized as one of the largest industrial tournaments in the country.

Engineering participants filled 10 slots, all fourth place and above, in seven events. Only Seaford filled as many, however, two of their winners occupied fifth place positions.

The 31st tourney at Bowl-erama Lanes in New Castle, Del., wound up its final week of bowling on March 12.

Bulbhome tulip contest update

You should very soon receive information and order forms on these lovely flower bulbs from

TRANSITION

RETIRED: Clarence F. Boyle, after 46 years with Cincinnati Gas & Electric. The former coordinator in the department of Materials Management retired in December, 1971. He most recently served as a senior director, region two, on NIRA's board.

RETIRED: Mike Varanese, as Recreation Director of Lockheed Employees Recreation Club in Burbank, Ca. April 28. Mike's 21 years in that position, and 29 years at Lockheed were celebrated at his retirement dinner at the Hollywood Palladium April 22. Mike himself conducted the Lawrence Welk orchestra for dancing.

PROMOTED: Replacing Mike Varanese at Lockheed in Burbank is Ken Wattenberger, effective immediately. Ken has been Mike's assistant for several years.



Joseph Paille

PROMOTED: Victor T. Anderson as Department Head of Employee Activities, Eastman Kodak Company Apparatus Division, Rochester, N. Y. He succeeds the recently retired Joseph Paille.

Anderson joined the company in 1935 and worked in several departments in manufacturing before joining Industrial Relations in 1957. There he devoted his time to counseling and employment functions until 1968 when he was named administrative assistant, Industrial Relations.

PROMOTED: Gary D. McCormick to the position of president elect of NIRA, assuming new duties at the Oakland conference in June. McCormick, manager of the PERA Club at the Salt River Project in Phoenix, Az., has doubled that membership in four years.

the Bulbhome Corp.

The purchase/contest program is as follows:

- 1) All year, 1972, order finest quality guaranteed tulip and other flowerbulbs from Bulbhome at substantial savings to NIRA members (information to be sent to you currently).
- 2) Fall of 1972, plant tulips.
- 3) Spring of 1973, photograph tulips and submit photo for entry to contest.
- 4) Spring, 1973, win the grand prize trip for two!



Maurice Van Tright, president of Bulbhome, has organized this program and contest as part of a nation-wide drive to make America more beautiful with flowerbulbs from Holland. Price savings are possible through group sales to companies and organizations.

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RM Welcomes New Members

RM welcomes the following new NIRA members:

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Associate category—

Kotz and Schneider Land Planners, Syracuse, N. Y.; Bahama Islands Tourist Office, Southfield, Mi.; United Air Lines, Chicago, Ill.; Hertz Corp., Chicago Ill.; Ontario Motor Speedway, Ontario, Ca.

Individual category—

Joe Fate, Portsmouth, N.H.; Alan Hutchings, Sun Prairie, Wi.; Tom Zak, Broadview, Ill.

Student category—

David Dahlberg, Tallahassee, Fl.; Michael Lewis, Chicago, Ill.; Gary Rice, Kenilworth, N.J.; Ed Hilbert, Columbus, Oh.; Mikel Lofgren, Sepulveda, Ca.



Fitness

Sex and heart attacks: Over 80 percent of the men who have suffered a coronary can withstand the demands of sexual activity without undue strain, say Drs. Herman Hellerstein and Ernest Friedman of Case Western Reserve University School of Medicine. They found while studying a group of 91 men that although the heart rate increased during intercourse, it did not rise higher than during other daily activities. In effect, the researchers said oxygen cost is equivalent to climbing a flight of stairs or walking briskly, and the accelerated rate lasts only 10 to 15 seconds.

In conjunction with this, some doctors even prescribe sex as a preventive measure for heart attacks. "Not only is sex good for weak hearts," according to Dr. Eugene Scheimann, Chicago, "but too little sex can actually predispose men to have heart trouble."

Scheimann says he recommended a program of medication, diet changes, exercise and once-a-week sex to a 48-year-old married businessman with early warning signals of a heart attack.

"Five weeks later he returned," Scheimann says, "eight pounds lighter, free of chest pain and glowing with happiness. 'The swimming did wonders for you', I said. The patient replied, 'At the health club I met a girl and now we get together three times a week instead of swimming. I'm a new man.'"

Put your best foot forward: Improperly positioned feet offer a definite handicap to walking and jogging. The duck waddle (toes turned out) causes

turned-out ankles, knees and hip joints, resulting in an unnatural short stride. The pigeon-toed walk (toes in) is less damaging, but also inhibits the stride by placing stress on the ankle and knee joints. Sussman and Goode, authors of *The Magic of Walking*, claim that both these distortions can be corrected by consciously stretching the walking stride.

A hard night's sleep: Too much sleep can make you irritable, lethargic, even confused. Studies conducted at the University of California found that when sleep lasts 10 hours or longer, subjects remained sluggish for an average of five hours. People making up for lost sleep proved an exception. They awoke refreshed with a clear mind.

Alcohol can help coronary patients: That's the verdict of Dr. A. L. Wingfield, a British physician. But don't go running off to your friendly neighborhood tavern. Moderation is the secret. Too much drinking leads to overweight—and that leads back to heart trouble.

Mealtime myths of athletes: If you're on a fitness program, you're probably swallowing some mealtime 'myths' along with your food. Such fare as rare beef steak, and plenty of milk for calcium have built reputations that are pure baloney as far as medical science is concerned, says Yale physician Isao Hirata, Jr.

In the first place, an athlete will probably stray from any rigid diet to the food he likes best and believes is best for him. Secondly, traditional thinking about 'fitness diets' is often filled with misconceptions.

For example, there is no evidence that one type of protein is any better than any other in spite of the powerful belief that mammalian meat, preferably bloody, will result in a more efficient conversion to human muscle. Neither will milk drinking insure strong bones. Dr. Hirata questioned whether this practice can "be extended to include young athletes who have already developed sturdy bones and have no calcium or vitamin deficiency". The solution, says Hirata, is to eat a sensible diet from all food groups.

Stress and respiration linked: Respiratory illness may be brought on, or at least encouraged, by



Facts

emotional stress. A limited study of the Boston University School of Medicine supports the theory that life stresses often precede respiratory difficulties. Measures of life stresses in 179 male college students showed that the greater the disorder, the more stressful situations occurred during the previous year.

Exercise can actually increase virility according to recent animal studies. Experimental rats, allowed to exercise at will for several months, showed a 25 per cent enlargement of prostate glands, seminal vesicles and other male accessory sex organs, over rats restricted from wheel-running. K. J. Hayes of the White Memorial Center in Los Angeles, author of the study, is quick to acknowledge the difference between men and rats. But he is also aware that cattle breeders believe that exercise increases the libido and spermatogenesis in bulls—so why not men?

Chairman Mao says "Be Fit!" A new campaign is underway to raise Chinese citizens on their toes with out-stretched arms. After several years of neglect, the Communist party has seen the light, and it's gung-ho for fitness. Calisthenics are broadcast daily over radio and TV, and propaganda is pouring forth to encourage the masses to reach a goal of at least five minutes every day.

Biological efficiency: Do your important tasks between the hours of 9 and 11 a.m. Those are the hours, according to reports made at the International Symposium on Night and Day Work (Stockholm), that you are most efficient.

Textile workers, studied from 1961 to 1969, showed a rapid decrease in efficiency and an equally rapid increase in accidents following the peak hours of performance. Accidents were highest between 11 a.m. to noon and 2 to 3 p.m.

Off the job, every human being has his own biological clock that controls tension, emotion and energy. **Body Time** by Gay Luce (Pantheon) is a new book that gives an insight into how our bodies really work, what causes insomnia, depression and sluggishness, in regard to our inner clock.

Only one cup, please! Forgo that second cup of morning coffee. Skip your coffee break. Coffee-drinking men have more than average angina



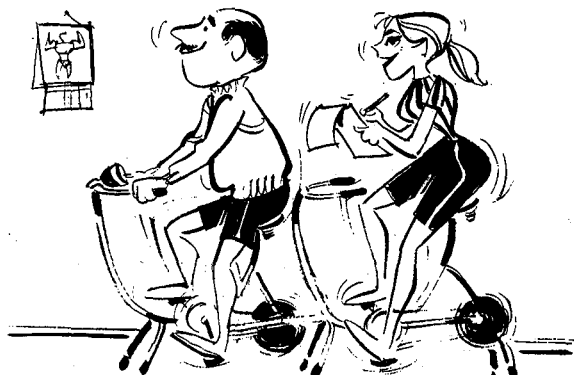
pectoris (chest pain) and myocardial infarction (heart muscle death). They have higher blood cholesterol levels. That can spell serious trouble, even death.

The reason, say researchers, is that the caffeine in coffee elevates the blood cholesterol level, a situation that has been linked with heart disease. Northwestern University's Dr. Ogelsby Paul, suggests cutting down on coffee drinking (have just one or two cups) or switching to decaffeinated coffee or tea.

Starting your company fitness newsletter can be great for morale as well as instruction. Topics might include the naturals of fitness activities and classes and periodic time tables and hours of facility operation. Other items could cover fitness-related briefs like these (culled from other journals or newsletters), diet tips and recipes and even illustrated exercises meant for at-home workouts.

Roadside exercise: Rest and service areas along our super highways are fine, but West Germany's Dr. Hermann Karsten had an even better idea. He wants dome-shaped plastic halls built along his country's highways. They will be equipped with 40 to 60 cots, showers and gymnastic equipment so that fatigued motorists can get their blood circulating again, thus carrying fresh oxygen to tired brains.

It's more than an idea for Dr. Karsten. The first one is already being built along a major highway.



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When Tomorrow Comes

coping with leisure may be one of the
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For the past half-century, the amount of leisure time available to Americans has been increasing rapidly and experts are predicting even greater changes—in the amount of leisure time and how we use it—in the next 30 years.

Some of the most interesting and thought-provoking comments are found in a special editorial supplement of "Leisure Today" in the March, 1972 issue of the Journal of Health - Physical Education - Recreation:

- By the year 2,000, retirement at the age of 38 may be commonplace. Many industries are already encouraging retirement before age 65.

- Normal and healthy life to the ages of 90 and 95 are within the foreseeable future and would create unusual demands for leisure activities.

- Sabbaticals, year-long leave long-accepted in the educational community, may become an industry practice.

- The re-arrangement of work time to give greater priority to leisure is already taking place with some organizations testing 4-day work weeks and with the growing number of 3-day holiday weekends. Other possibilities include working half a year with the other half off. The average American now has nearly 800 hours available annually in terms of vacation and paid holidays.

- Work will become less and less the central goal in life. Once the source of fulfillment and self-identity, work is becoming less significant in these roles. More people see leisure as an opportunity for a "fuller life".

- New leisure occupations will undoubtedly evolve. While the work ethic is changing, people still have a strong urge to be creative and productive in the use of discretionary time.

- Leisure will create unusual (and perhaps impossible!) demands for recreation and on parks. Rapid change and excessive decision-making in today's society are already causing millions to seek positive, temporary escape from an over-stimulating man-made environment. Witness the great surge of popularity in camping, backpacking, hiking and mountain climbing; the tremendous increase in attendance at national parks (198 million people— $\frac{2}{3}$ of the population will visit national park areas this year... 289 million by 1980. By sheer number, people may be deprived of the very experience of solitude they seek!).

- Americans' attitude toward ownership is changing rapidly. So many of the "things" in our life are short-lived and disposable; convenience and use are becoming of greater importance than ownership. Experts predict an accelerated growth in rental business, particularly as it applies to recreation and leisure.

- Time will become the country's greatest new resource. How we use it will affect all of mankind.

GOOD THINGS TO READ

Play Better Tennis. With text by Tony Mottram, National Coach, British Lawn Tennis Assn. Instruction for both the beginning and advanced player, with 370 unique sequential photographs on page edges. By flipping pages, these become "motion pictures" of experts demonstrating basic strokes and footwork. (127 pp.) \$1.65 paper; \$4.50 library binding. Arco Publishing Co., 219 Park Avenue S., N. Y. 10003.

How to Make your Meetings More Interesting and Productive. The more important aspects of meeting planning. Free to R/M readers. Write: Da-Lite Screen Co., Inc., Warsaw, Indiana 46580.

Publicity Handbook. How to prepare your story and follow through with contacts in the media. The complete guide for the publicity chairman of your club. 10c each. The Sperry and Hutchinson Co., Consumer Services, 3003 East Kemper Road, Cincinnati, Ohio 45241.

Your Programs from Kodak. A program catalog of movies, slide shows and print sets available on loan to groups who want entertaining and interesting shows on travel, photography and sports. Also a section on what you'll need for the program (screen, sound equipment, etc.) Free from Eastman Kodak Company, Photo Information, 343 State Street, Rochester, New York 14650.

The following **NIRA Publications** may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

How To Organize and Manage Tournaments, from publicity to organization, from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Standard Sports Areas, dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. (64 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

Recommended Guide To Accounting Procedures, a manual setting forth accounting procedures developed from tried and improved methods and found to be efficient and very satisfactory by Nationwide Insurance Activities Assn. Valuable in organizing accounts, explaining what transactions go to each account and the proper way to record them. \$0.85 / members, \$1.00 / non-members. (24 pp.)

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.



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Michael C. Luckenbach has been appointed National Sales Director of advertising for RECREATION MANAGEMENT Magazine, the official publication of the National Industrial Recreation Association.

Luckenbach holds a B.S. in Recreation from Southern Illinois University and is 14 hours short of his Masters degree.

Mike comes to NIRA after two years of selling experience with a group travel operation. Prior to that, he taught undergraduate courses in recreation and worked as a recreation director for the State of Illinois.

"My working with NIRA and RECREATION MANAGEMENT is not only extremely satisfying personally," Mike says, "but it is also a great opportunity and challenge.

"As a recreation professional, I feel very strongly about the future of the profession and its role in terms of our society as a whole. It will only be through the efforts of industry that the so-called 'leisure age' will ever be realized.

"Governmental agencies, for many reasons, are not able to fully meet the leisure/recreation needs of Americans. Industry is in many areas meeting these needs, through company-sponsored and sanctioned programs," he adds.

Luckenbach continues, "To-days enlightened company not only has an organized softball league, but is also providing day care centers and operating summer camps. Without a doubt, we are entering the '70's on the brink of a leisure revolution, and industry will lead the way."

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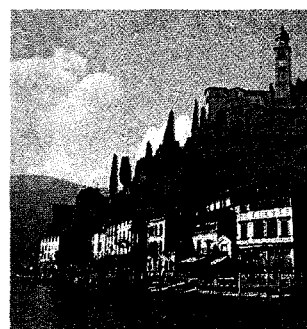
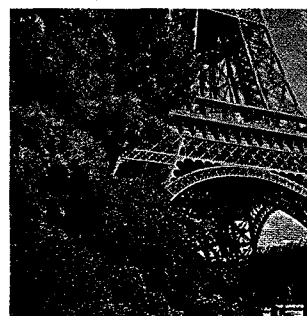
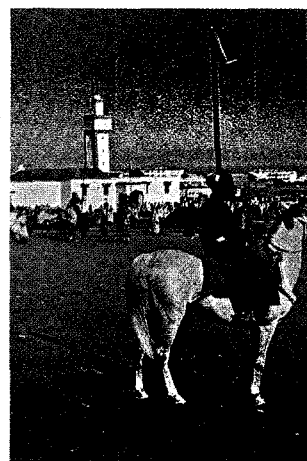
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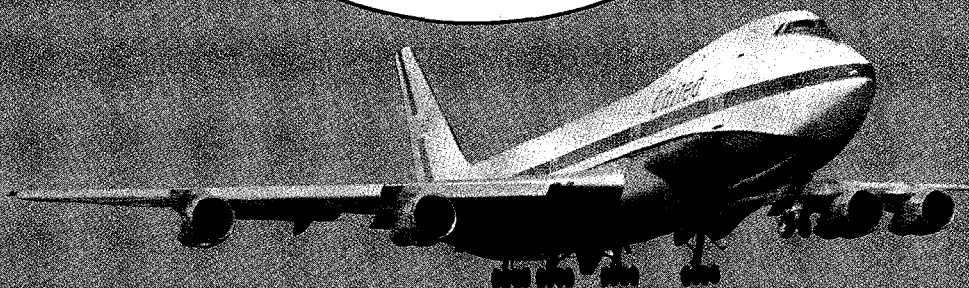
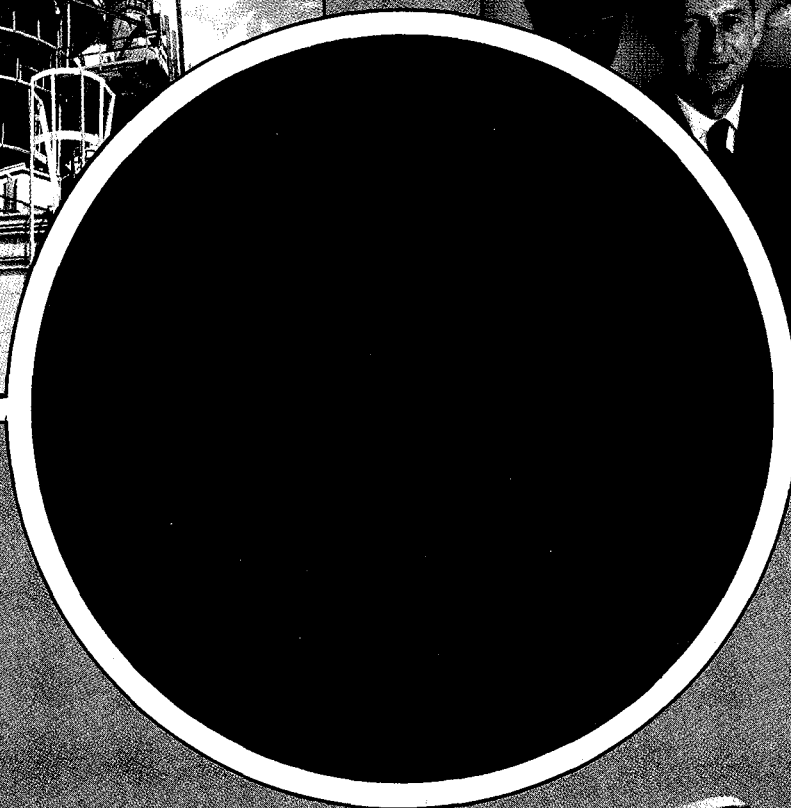
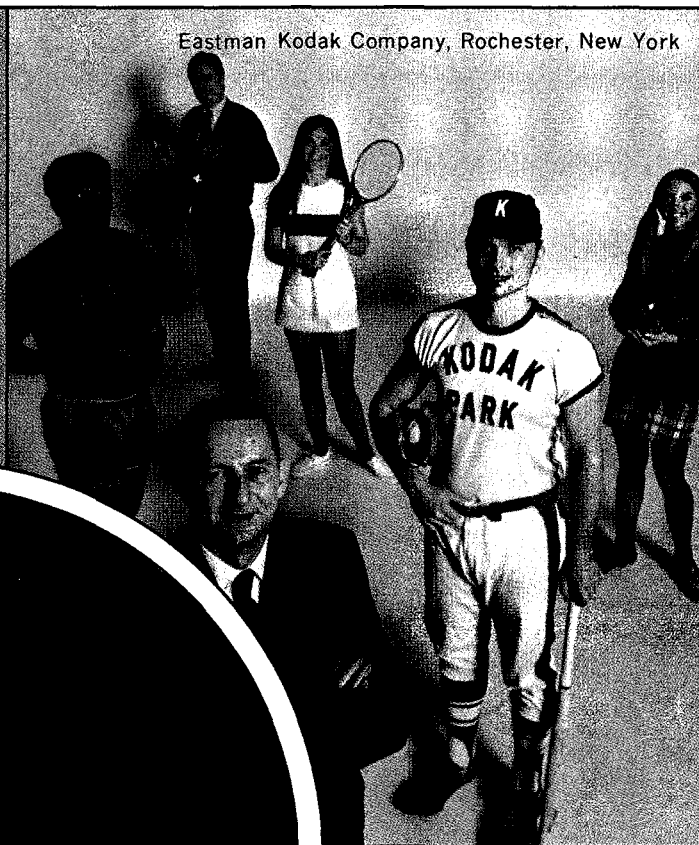
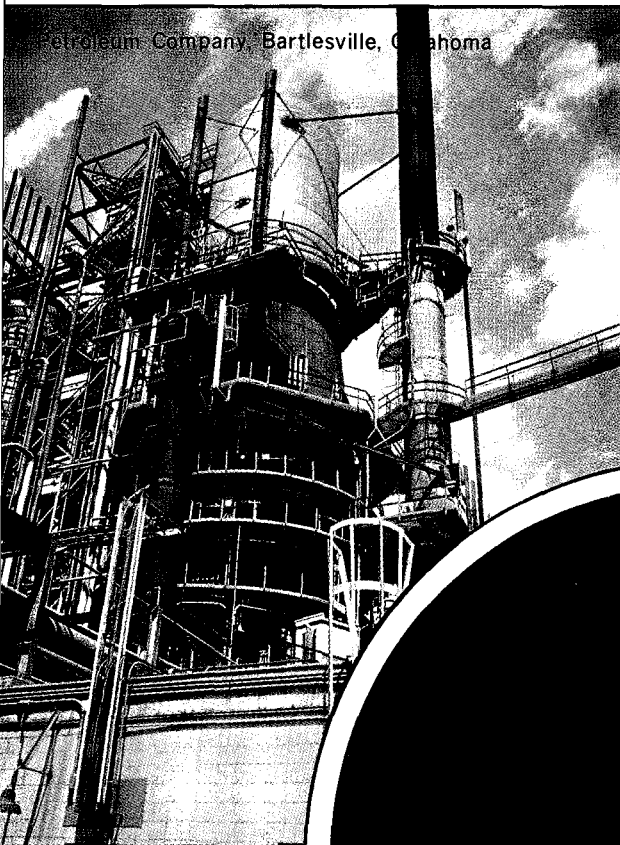
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"You name it . . . we've got it!"

the byword at Lockheed-Burbank

So says Mike Varanese, retiring director of the Lockheed Employee Recreation Club (LERC), and his statement needs little qualification.

Talking to Mike, (whose farewell dinner April 22nd marked the end of 29 years at Lockheed, 21 of them in the LERC) one gets the impression that no matter what employee sport, club or activity you could name—be it as traditional as softball or as up-to-date as motorcycling—Lockheed has a branch operation.

This variety and professional implementation of program has helped earn the company two United Savings - Helms Foundation awards, the first in 1958 and the second in 1970, both in the 'best over-all recreation program' category.

"We try to be modern and up-to-date," Varanese says. And this is probably the best reason why the LERC has progressed from its organization in 1938 to a program encompassing around 40 clubs and over 100 different programs, all of them active. Several of these—rockcrafters, pistol and rifle, coin and stamp clubs, ham radio—have junior programs, formed at the same time or shortly after the main club for use by employee children.

Activities having the most participation include bowling, fishing, golf and table tennis. For table tennis alone, a recent inventory revealed more than 200 tables around the plant, with an estimated 700,000 games played during each year.

Facilities are as spread out as the plant itself, but most are concentrated in three buildings: one 15,000 square foot, 300 capacity building; one 3,500



Mike Varanese, CIRA



square foot, 100 capacity building; and an annex, called the "blood bank", used for club meetings, music group practices and special events. "And all of these are occupied every night of the month, too," Mike says. LERC also supplies cards, checkers and chess all over the plant at lunch time.

Staff for the program is five men and three women, plus clerical and gardening help. Major divisions of duty, such as the clubs director, sports director and outside activities director, help split the work.

Varanese is especially proud of the "link-trainer" given the LERC by Lockheed management.

This is a mock airplane ("It does everything but fly," he says.) used for special rate instruction on flying for employees by the Pilot's Club.

The recreation program at Lockheed has spread so much that there are activities in almost every plant in spots around the world. Although inter-plant tourneys and individual competition are discouraged, the Burbank plant does offer services to its branches. As Mike says, "No matter where a Lockheedian works, if he calls us and wants recreation, we'll help him." The LERC has been responsible for sending ideas and equipment to many divisions, including a special surprise shipment of toys to some employee children in Arabia last Christmas.

Varanese attributes NIRA's personal contact medium with much of his program's constant growth and imaginative success. "You meet so many people who do so many different things," he says, "and you get to talk about anything you want to know or share. I've had a lot of pleasure with people who come out to the west coast and say, 'Let's call up Mike'. They come over and see what we have, and we both gain by it."

"Our company is a firm believer in NIRA, otherwise we wouldn't belong. We have been active at least 20 years and will be very much a part of this coming conference."

Mike's LERC spirit is far from fading just because he is retiring. He intends to make the NIRA conference, is retaining membership in various recreation associations and has been voted a life membership from the LERC. ■

"Wheeling" into the camping boom



The Greatest Show on Earth!

Wheelers International, Inc., according to Cal Cooley, President and Director of Sales, joined NIRA as an associate member because "we felt we could offer unique and valuable service to NIRA company members. As publishers of *Wheelers Trailer Resort and Campground Guide*, we are certain that we can be an authoritative source of information on trailer traveling and camping recreation.

"From now on," he says, "when a recreation director wishes to include an organized camping trip as part of his program, or set up a *Wheelers Trail Club* unit in his department, he can call on us for the facts, whether it's a question of proper equipment, routes to follow or the availability of adequate accommodations along the way."

In fact, *Wheelers* is prepared to act somewhat as a travel agent, actually arranging reservations for a company

group or giving pointers to less-experienced leaders.

Both trail traveling and camping are rapidly growing fields and offer the alert recreation director excellent opportunities to work with the whole family and serve the employees as well as his employer.

And while a well-planned trip can be a great satisfaction and a source of happy discussion for all concerned, the direct opposite is also true—an unplanned trip can end up a disaster with long term effects.

"That is where *Wheelers* can be of most help," Cooley says, "because we have the experience, the answers and the facts. We know where the best camping trips can be taken right in your own area."

Company-sponsored and recreation department-organized camping and trailering trips are sure to grow in popularity. It is a relatively new field and the perfect answer to many current problems besetting recreation planning, Cooley says.

"It was to help recreation departments quickly and easily solve these problems that *Wheelers* decided to join NIRA. We're certainly glad we did so. Please feel free to call on us whenever we can be of service."

Wheelers will market its guides to NIRA members at a 40 percent discount. Sample copies will be mailed to any member requesting information on services.

Contact Calvin Cooley, *Wheelers International Inc.*, Suite 108J, Williamsburg Center, 1550 Northwest Highway, Park Ridge, Ill. 60068. ■

Ringling Bros. and Barnum & Bailey Circus, *The Greatest Show on Earth*, is currently on its 102nd American tour.

There have been two huge units of the Circus since 1969. The units, called the Red and the Blue, travel on their own 30-car railroad trains as they visit almost 100 United States and Canadian cities each season. Both units play almost 11 months each year, taking time off only for a short vacation and rehearsals for the new Circus production.

Since 1967, Ringling Bros. and Barnum & Bailey Circus has been under the direct supervision of Irvin Feld, the president and producer of the organization. Under Mr. Feld's dynamic leadership, the *Greatest Show on Earth* has been



doubled in size and many modern innovations introduced.

The Circus scouts in every area of the world, searching for the best and most exciting acts available. In this season's two units, more than 50 world-famous acts are making their American debuts.

The *Greatest Show on Earth's* longest engagement each season is a nine-week run in New York City's Madison Square Garden. Other cities are played for periods varying from three weeks to two days. Ringling Bros. and Barnum & Bailey folded its tents for the last time in 1956 and now plays exclusively in the modern, air-conditioned arenas of the continent.

The current two Circus units feature over 400 performers and 500 animals. Performing animals include lions, tigers, elephants (the world's largest herd), bears, chimps, horses, camels, llamas and many other exotic beasts. The *Greatest Show on Earth* boasts performers from 22 countries throughout the world.

For information on group attendance, contact Phil Rindone, Special Sales Coordinator, Ringling Bros. Barnum & Bailey, Executive Offices, 1015 Eighteenth St., N.W., Washington, D.C. 20036. ■

GERMANY

Site of the 1972 Summer Olympics

For two weeks in late summer this year the attention of the sports-minded world will focus on Munich, Germany, and the athletes competing there in the 20th Olympiad beginning August 26.

For the past year, anyone pausing in the Bavarian capital has found it humming with construction activity. With the city's population expected to be temporarily increased by one and a half million, Munich has been working hard to extend and revamp its transportation and hotel facilities.

A new subway system now links the Olympic grounds with the center of the city, providing rapid transit for spectators. The German National Railroad also now offers underground connections between the main station downtown and the east station, near the Olympic grounds. Guests staying in outlying towns will be able to commute by trains which connect with the subway lines. New highways will help draw traffic away from downtown streets.

Willi Daume, President of the Organizing Committee for the Olympic Games, stated in a recent visit to the U.S. that some 30,000 Americans are expected to be among the spectators at the Games. Daume speculated that, while all tickets and accommodations for the Olympics have been assigned, it may be possible for the more adventurous to obtain tickets to some sports events and accommodations near Munich shortly before the games.

One of the prime considerations in the design of the Olympic area was easy access. The facilities—83,000-seat stadium, sports hall for 12,000 with swimming and diving exhibition pools, cycling track and



Two attractive features of the 1972 Olympics: the 960-foot high television tower on the Olympic site and "Miss Munich", Uschi Badenberg, chosen to take the lead in the next Olympic film.



Citizens of the village of Winnigen celebrate a sunny fall day with a vine-grower's dance around the "Wine Witch Fountain" in the market square.

artificial boating lake—are only 2.5 miles from downtown Munich. Distances within the complex are no more than a hundred yards, and events taking place outside this area are no more than five minutes away by subway, train or streetcar.

Extensive consideration was given to future use of Olympic structures—this is evident in the design of the Olympic stadium, with emphasis on practical capacity rather than monumental size. The Olympic Village will become an apartment complex and student residence; the translucent-roofed equestrian stadium in the suburb of Riem will be turned over to the Bavarian State Riding School, and the Olympic Rowing Canal will be stocked with trout and post-games fishing rights will be given to local anglers.

Months before the Olympic torch is lit, Munich will embark on a marathon of cultural events designed to appeal to a wide spectrum of tastes—from Kabuki to Balanchine, from Brecht to puppet shows. From June 23 through July 31, the city will host a number of programs depicting the folklore, music and art forms of India, Japan, China and Latin America. Among playwrights represented in the August schedule of the National and the Residenz theatres are Brecht, Feydeau, Goethe, Joyce, Schiller and Shakespeare.

Visiting orchestras include the Moscow Philharmonic, Vienna Symphony and the Tokyo Symphony Orchestra. Thirty operas will be staged within a ten-day period, August 1st to 10th.

For travelers, Munich has many attractions at any time of the year. This southwestern

(continued on page 56)

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news in brief

52 Million Bowled

According to two recent surveys commissioned by the National Bowling Council, more than 52 million persons went bowling last year. Of that number, 8.7 million were regular weekly bowlers while the rest bowled at least once. The surveys were conducted independently by the American Institute of Public Opinion (The Gallup Poll) and the Louis Harris Associates' organization.

Bikeways for Washington

The Washington, D.C. City Council is implementing plans to provide 24 miles of commuter bicycle routes designed to connect where government offices are concentrated. The City Council, which has been encouraging the use of bicycles by commuters as a means of reducing traffic congestion and air pollution, reached agreement with parking garages in the downtown area to provide bike parking for \$5 a month.

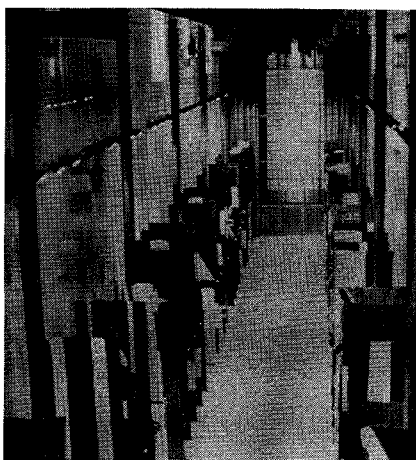
Indian Crafts Show

Under the auspices of the Blackfeet Art Foundation, Montana's first statewide arts and crafts show will be held July 7 to 15 at Browning, Mont., on the Blackfeet reservation in conjunction with the annual North American Indian Days celebration there.

Aimed at promoting and developing local Indian arts and crafts, the fair will be partially financed by a \$1,000 grant from the Montana Art Council. Cash awards for artists will be provided by the Blackfeet Art Foundation.

The North American Indian

Days encampment, which draws Indians from throughout the nation, will feature a colorful parade, Indian dances and games and tribal ceremonies.



Kennedy Center Reopens

The new John F. Kennedy Center for the Performing Arts has reopened to tourists.

Officials at the Washington, D.C. facility had barred tourists from most of the building three months ago due to lack of funds.

The facility had remained open to concert and theatre goers, and tourists were permitted into parts of the building, including restaurants.

But no longer do you have to buy a ticket to enter the Grand Foyer, the Concert Hall, the Opera House or the Eisenhower Theater for drama. An appropriation of \$1.5 million to provide for building maintenance was recently approved by the House Public Works Committee and is expected to be okayed quickly on the House floor.

Hundreds of thousands of tourists flocked to the center after its opening last fall, until the fund shortage forced officials

to close parts of the building during the day.

U.S. Open Sites Named

The Medinah Country Club in the Chicago area will be the scene of the 1975 U.S. Open Golf Championship. The dates will be June 19 to 22.

The U.S. Golf Assn. made the announcement on May 18. Open sites are picked three years in advance. It was at the Medinah No. 3 course that Cary Middlecoff won the Open in 1949.

This year's Open will be played at Pebble Beach, Ca. June 15 to 18. The event goes to Oakmont, Pa. in 1973 and to Winged foot, Mamaroneck, N.Y. in 1974.

Man and His World—1972

Man and His World 1972 once again will have a distinguished international flavor to impart with the participation of at least 21 countries over the summer season from June 15 to September 4.

Of the total, one will be present on the magic islands of the St. Lawrence River for the first time and five others are making a triumphant return after periods of absence since Expo 67.

The People's Republic of China—here for the first time—will be located in the Oriental Pavilion, while France and Switzerland return to the same pavilion they occupied during the phenomenally successful Expo 67. Yugoslavia will be represented in the former United Nations Pavilion; Haiti will locate in the Guyana and Barbados Pavilion and Poland will have its presentation in the building which had been used for Visitors' Aid in 1967.

For more on Man and His World attractions, see News in Brief in the June/July issue of R/M.

Mayor Emphasizes Fitness

San Diego Mayor Pete Wilson, in his state of the city message, stressed the important part which proper exercise plays in assuring good health. Emphasizing that "necessarily, the physical well-being of our citizens is as important to our

quality of life as our mental well-being," the Mayor said he would like to see San Diego become the Fitness Capitol of America.

Mayor Wilson will name a Mayor's Conference on Physical Fitness which will be charged to work closely with the City's Park and Recreation Department, the Unified School District and the local colleges and universities to develop fitness programs available to all citizens.

National Aquatic Conference Set

The Council for National Cooperation in Aquatics has announced that the 1972 International Aquatic Conference "Water of the World—Use and Conservation" will be held in Quebec City, Canada, November 14 to 17, 1972.

Professionals interested should contact: Dr. Harold T. Friermood, Executive Director, CNCA, 51 Clifford Ave., Pelham, N.Y. 10803.

Ohio's Wildlife Stamp Program

Ohio's non-hunters and non-fishermen have a unique opportunity to contribute to the financing of wildlife programs in that state, according to the Wildlife Management Institute. The Ohio Division of Wildlife is selling \$5 wildlife conservation stamps to help protect and improve wildlife habitat.

Money from the purchase of the stamps is used to fund research on non-game species and to enhance all wildlife, not just game animals. The stamps provide no special privileges to the purchaser. It recognizes that he is concerned about wildlife and the land and is voluntarily contributing to help correct environmental abuses. The Division is the sole agency responsible for non-game species in Ohio.

Fishing License Sales Up \$9 Million in 1971

Fishing license holders increased by 1,316,814 from 1970 to a record 25,751,494 in 1971.

Fishermen spent \$99,922, 221 for licenses—up \$9 million from 1970, reports the Interior Department's Fish and Wildlife Service.

Fishermen and hunters spent more than \$208 million last year for licenses, tags, permits and stamps, an increase of \$16 million over the previous year.

License revenues enable states to carry out fish and wildlife conservation and management activities.



George Blanda's "Gift of Life"

The picture above shows veteran football player George Blanda of the Oakland Raiders holding a pint of blood he donated as the 100,000th member of The Cooperative Blood Replacement Plan. This non-profit community service encourages volunteer donors to maintain adequate supplies of blood at 60 Chicago area hospitals and blood banks.

Blanda made his donation and assured himself and his family of full blood replacement benefits at no cost during the coming year.

For more information on this group or individual program, contact: Cooperative Blood Replacement Plan, 2000 N. Lincoln Park West, Chicago, Ill. 60614.



Eastern Wilderness Legislation Introduced

A system of primitive recreation areas in the Eastern United States has been proposed by Congressman John Kyl (Iowa). Kyl's bill would provide for eastern "wildland" designation within the national forests that cannot be accommodated in the Wilderness Act. The current wilderness concept, Kyl said, would have to be seriously diluted to cover eastern wild areas since most of them exhibit visual evidence of man's influence. Such a designation calls for new legislation, he concluded.

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How to detect and control pool problems

The pool at Cummins Engine Co.

The coming of warm weather means hours of fun and relaxation for your employees who enjoy swimming.

But it can also mean problems for you in regard to caring for your pool water. Here are some tips on eliminating and preventing some common but avoidable problems in water supply maintenance.

These seasonal tips are offered by a water scientist, and may explain many things you have long wondered about.

Algae invasion

Algae are a microscopic form of plant life that thrive in unprotected pool water, particularly during hot weather and after heavy rains. You can spot algae easily—they make pool water look greenish, make sides and bottom of the pool slippery.

There are two common types of algae—green and black. Green algae can be removed by superchlorination, the addition of high amounts of chlorine to the water. Exact dosages are printed on containers of pool water sanitizer.

Black algae show up as black spots in the pool and are harder to remove. If superchlorination, followed by brushing, doesn't do the job, you may have to drain the pool and scrub the sides and bottom with a strong oxidizing

agent.

Cloudy water

If there is fine foreign matter suspended in pool water and your filter isn't operating properly, you may have to fight cloudy water. Foreign matter may mean suspended algae or mineral particles commonly found in hard water. You should backwash the filter or replace the filter medium so that it can efficiently remove these particles. Be sure to run the filter even when the pool is not in use. Don't depend on the skimmer for water circulation, as it only affects surface water.

A high pH level, over 7.6, also can cause cloudiness. This is easily remedied by lowering the pH to its ideal range using dry acid.

Burning eyes

How many times have you seen swimmers come out of the pool rubbing their eyes and complaining that "there's too much chlorine in the water"? Actually, burning eyes are usually caused by too little chlorine. When you add a chlorine compound to your pool water, it breaks up into particles called ions. Sanitizing action occurs when the chlorine ions combine with and neutralize the

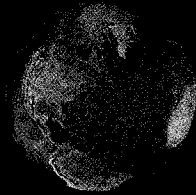
foreign matter in the pool. This is called combined chlorine. The remaining free chlorine ions still have sanitizing capability until they too combine with foreign matter. It is important to keep a fairly high level of free chlorine in the pool to destroy foreign matter introduced during normal use.

Burning eyes occur when there is not enough chlorine to combine to destroy some contaminants, such as urine or perspiration. Compounds called chloramines form and they irritate the eyes and cause unpleasant odors. To avoid this problem, test your water regularly with a test kit which can distinguish between free and combined chlorine. If it does occur, superchlorination is the prescribed treatment.

Another problem of low chlorine may arise from factors such as high usage and sun burn-off. In these cases, immediate remedies include rest periods (everyone out of the pool for about 15 minutes) or hand feeding of dry chlorine directly to the water.

Establishing chlorine levels and other factors of sanitation can be both a nuisance and a possible hazard to your pool operation. Don't let these problems spoil your pool's optimum use this summer. ■

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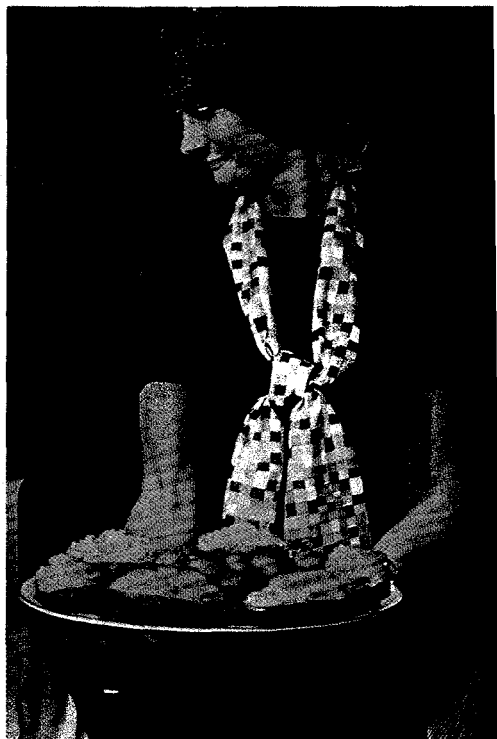


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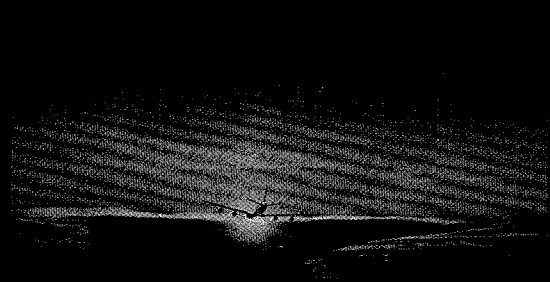
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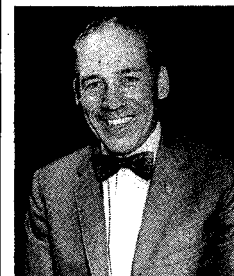


Robert L. Bauer (CIRA)



A 1952 graduate of Indiana University in health, physical education and recreation, Bob Bauer is a prime example of the professional industrial recreation administrator. Currently serving Armco Steel as Activity Advisor, he has served NIRA on the 1968 Board of Directors, as the most outstanding Jr. Director in 1969 and 1970 Vice President of Finance. He has contributed many "how to" articles to the field, including a chapter of recreational programs and community activities in the new McGraw-Hill Handbook of Modern Personnel Administration. Bob says the Armco-NIRA sponsored annual Trap Shoot (now in its 23rd season) is one of the biggest activities. He calls NIRA a source of "professional atmosphere, which encourages and fosters good programming. Association with the organization has helped us a lot."

Fritz J. Merrell (CIRA)



Fritz Merrell's greatest source of pride in his job as employee activities supervisor at the Olin Corp. is his staff, or rather, his lack of it. The program, except for 10 people in the summer, is entirely run by volunteers, including Fritz's wife. This arrangement, Fritz thinks, is probably a main reason that Olin (in Pisgah-Forest, N.C.) won the United Savings-Helms award (for 5,000 to 10,000 employees) in 1970. "Many companies have more staff and facilities, but we managed to get things done well with volunteers." Fritz entered recreation in the Navy and has been in his present position since 1954. 'The Rebel' and his similarly colorful wife live near Olin's recreation area and are always involved in what goes on there. Fritz calls the summer swimming program, with 250 to 300 participants, the most rewarding activity, as well as annual 4th of July picnic and Christmas party.

Joseph C. Schranck



In his 32 years at E.I. duPont de Nemours & Co., Joe Schranck has seen a lot of changes—both major and minor. One thing most interesting to him has been the growth of that company's golf league; it has doubled in the past 16 years he has been in the activities association for the engineering department. Another trend is the expansion into more cultural aspects—including art and photography exhibits and educational programs such as financial courses. With his staff (volunteers are effective here, too), he sees his position as one of increasing guidance. He encourages a business-type approach to the organization. "We've been with NIRA since 1946, and it is a big help to us by letting us compare notes with other recreation directors, to swap experiences and problems."

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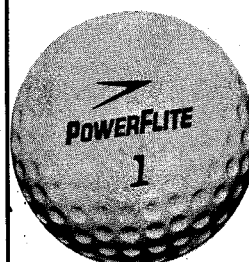
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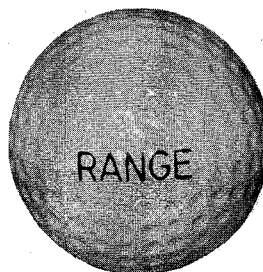
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Everything you always wanted to know about

COMPANY \$STORE\$

By Kathie Kull
Editor

"I owe my soul to the company store" is how the song went. While this outlawed form of company store operation is the image first in the mind of many in management and personnel, there are legitimate, well-run and profitable examples of company or employee stores around today. In this discussion, we hope to clear the air about how and why they are run.

The panel for the following 'roundtable' discussion on the operation of company stores consisted of the following:

Dan Archibald, McDonnell-Douglas Astronautics Co.
Mel Byers, Owens-Illinois, Inc.
Von Conterno, Pratt & Whitney Aircraft Club, Inc.

Stan Locke, Jet Propulsion Laboratory
Ray Mendoza, General Dynamics - Convair
John Meyer, Motorola, Inc.
Bruce Sjurseth, U.S. State Department
Herman Skadow, Baheba, Inc., Bell & Howell Co.
Paul Wood, United States Department of Agriculture

R/M: Gentlemen, perhaps the first consideration in the minds of many of those typically in charge of employee recreation or service programs in the area of company stores is: "Even though they may be a good idea for our employees and recreation club funding, how can we get management to 'buy' the idea in the first place?" What has been your experience with this step?

Skadow: In our case, the store concept was an idea that went over particularly well with the management. We started it out more or less on the recreational side, because then (during World War II) we didn't have a big enough program for the recreational group. The store started as kind of a large gift shop, copied quite a bit after the PX type of operation. So ours became an employee store, run

by the employees organization. It has grown quite a bit, and everything is turned back into recreation for the employees.

Conterno: We are still in the preliminary stages of planning, but financially speaking, we're almost going to have to come up with something like this to help subsidize our program. Vending income in a declining economy just isn't going to cut it. It helps, and it and memberships are the bulk of our income, but it just isn't enough. This would be one of the more lucrative answers to the problem.

Byers: We think every employee should have the right and

the privilege to buy the product that his company makes at an employee price. Why? Partly because he may never see the end-product of his work. If he is just adding a bolt or something, he really doesn't see the relationship. But when he sees it in his own store and he can buy it, he takes a little greater pride in it. Then there is the terrific builder of relations between the company, the employee and the employee's family, who are allowed to visit the store, too. 'Loyalty' items are important here, since they can be worn or used by any member of the family and a whole-family loyalty to the company name and image develops.

Mendoza: We first need to convince management that the store is a good idea, that the business will get on a profit basis. After this you're home

Conterno: In our case, we'll have to convince management of the store's value for the concrete reason that we are on company premises, and before our lease can be changed to put this expansion into operation, we'll have to convince them it's the right thing to do. I doubt very much whether the community will be brought into the discussion directly, although with our need to re-zone possibly the community will have quite a bit of involvement.

Locke: Certain aspects of running the store are not completely understood by the management. Sanctions from the beginning weren't that strong, because we grew before the company could say 'no.' Some in management have always tried to hold us back, to keep the growth down, merely based on a concern that the store will grow bigger and cost more to the company to maintain. There is also the matter of space; if we were going to spread out more, we would need more space and have to hire more people. They don't want us to get any bigger than we are.

Locke: That could be true, too. You could very easily just develop your job into that whole thing and not do any of the other stuff, so that is a danger.

Byers: Yes, in most cases, the only reason you would not have a store is just that it would fall under the personnel administrator who feels he is already overtaxed either with job responsibilities or labor relations and that he can't take on the store responsibility. A number of companies would never allow their stores to sell general consumer goods in a retail situation for two reasons: 1) the inventories would be too great to be easily handled by available personnel and 2) it would involve the local merchants who have franchises.

R/M: Have any of you others faced this local merchant competition barrier? Does management feel the problems



Here is an overall view of the store at McDonnell - Douglas.

resulting from such conflict would harm the company image more than the store itself would help it?

Locke: It's a policy, I believe, in NASA that the company organizations do not get involved in situations that would provide competition with local businesses. In other words, if we had a plant barber shop, everyone would probably get his hair cut here instead of going out to the little guy in town. We try to watch ourselves in the things we sell in our stores. If we are selling some fleet priced cars, the person to get the fleet price might have to go 30 or 40 miles

away to get the car and then the local guy is not getting the customer. So the local car dealer finds out we have this arrangement, and competes, giving a price within \$25 or \$50 of the fleet price. A lot of our people would pay that and stay with somebody right in the area.

Conterno: I think this problem would depend on the type of merchandise we offer, how we price it, and that type of thing. In our immediate area, I don't think that would be a particular problem. We have a selling job to do with the company on this, yes.

R/M: What arguments did you who have stores in operation now use to get over these management barriers?

Conterno: We discussed the community reaction with our company in some of our first meetings. The company is concerned about it, yes, and this will be one consideration before we decide. (Pratt & Whitney is currently debating expansion of its sales facilities.—Ed.) We at the club have been accustomed to providing discount merchandise through outlets other than the club, so this is nothing really new, although what we are doing now is small potatoes compared to what we plan. I know the company is concerned about the effect the store may have on the community, and I am, too, but I'm more concerned with the future of the recreation

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A typical employee sale flyer for Motorola products.



The store clothing dept. at the McDonnell-Douglas facility.

club than I am with the community at this point.

Meyer: One of our Phoenix stores ran into some opposition because a manager did not like the image of our company selling certain items. Yet another manager did not feel this way.

We have this philosophy: If you have a recreation program in a financial squeeze—and if you're energetic and enthusiastic and can still envision the problems—a company store can solve its financial ills and at the same time add a benefit to its employees by stretching their take home pay.

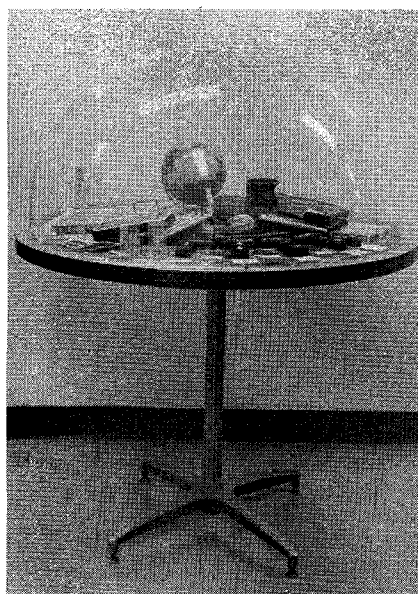
R/M: Most of you stress the monetary benefits of it, then?

Meyer: Yes, having the store greatly reduces our demands on the company for subsidy of the recreation program. We expect to do \$½ million in business in our three Chicago area stores this year. And this is excluding Motorola products, which do another \$900,000. All the profit from the store is spent on recreation, and this covers 60 percent of the program, not including salaries. For example, our budget this year is about \$175,000 for the Chicagoland stores only. \$50,000 of that comes from the stores.

Conterno: Most of us are pretty much dependent upon vending as a major source of income. Our membership has skyrocketed in direct opposition

to our income, so we have more participation and reduced vending, resulting in the need for a direct subsidy or a store-like source of income instead.

Locke: The sale of items in our store supplements our vending income, too. We are a non-profit organization and sometimes hear of others like us that get their funds up to a surplus of something like \$20,000. Then the IRS is likely to cancel your non-profit status. We do maybe \$60,000 worth of business and



Jet Propulsion Lab's lobby display case is a novel one. In use for eight months, the case is low-cost yet attractive and safe. A particular advantage is its instant mobility.

out of this make a profit of about \$3,000 each year. This figure is quite small compared to many other stores, but it is added to our other income which averages about \$17,000 to make a total of about \$20,000 to budget for activities.

Conterno: Right now without even a sales office or sales force we are doing approximately \$40,000 a year in just piecemeal stuff. I would imagine that with the number of people available to us, that could easily grow to \$100,000 a year with a regular store operation. I feel that with the times the way they are and the economy in the condition that it's in, that the time may be very right for this. People are looking for bargains all the time.

Byers: Just our Toledo store serving 14,000 employees does \$200,000 worth of business a year. Our profit, about \$20,000 from this is almost all of our recreation program outside funds. The potential in a company the size of ours could be as much as \$12 million in sales, or a \$1.2 million profit. This profit is put into the recreation program—if it weren't there would be a considerable tax on it.

R/M: With all this extra income from the store, how has the program expanded? What kinds of activities have you begun which would not have been possible earlier?

Meyer: With profits from the store supplementing company contributions, in the past few years there have been two things made possible: 1) the Christmas Kiddie Show has grown from rented movie theatres and cartoons and candy for 2,000 to two performances of an entire circus for over 8,000. 2) Our work with area dinner playhouses has been greatly expanded, in some cases so that our company can buy out an entire performance. Company funds subsidize this and before we couldn't have done it.

Sjurseth: Because of the store's expansion and the profits earned from it, we went into a housing operation for our people coming back from overseas for debriefing or reassignment. We give them an efficiency apartment in a hotel with maid service and utensils for \$12 a day. It pays its own way eventually but we provide the capital which is derived from the sale of our

(continued on page 40)

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Goodyear's Olympic "Family"

By Patrick Petree
Goodyear International Corp.

When a proposal was made last year for an industrial basketball tournament involving the four major rubber companies based in Akron, it was no surprise that the idea came from the Goodyear Tire & Rubber Company.

Goodyear was a leading advocate of industrial basketball for 56 years, before the national economic slow-down forced the company to disband its globe-trotting team in 1970.

Neither was it any surprise when Goodyear proposed that the 1972 Rubber City Industrial tournament be played as a benefit for the U.S. Olympic Fund. Olympic involvement, too,

an Olympic Gold Medal winner came in 1961 when Adrian Smith, a member of the 1960 U.S. basketball team, joined the company. After a year of AAU basketball he signed a professional contract and went on to play nearly a decade with the Cincinnati Royals in the National Basketball Association.

Goodyear's second Olympic winner came to Akron in 1963. He was Hayes Jenkins, United States, North America and World Men's Figure Skating Champion in 1953, '54, '55, '56 and Olympic men's figure skating champion in Cortina, Italy in 1956. His wife, Carol Heiss Jenkins, won United States, North America and World titles in 1957, '58, '59 and '60 and was an Olympic champion at Squaw Valley in 1960.

Goodyear's biggest Olympic



Hayes Jenkins

is "home ground" for Goodyear.

The company counts among its employees and former employees eight Olympic Gold Medal winners. If families of employees are counted, the total goes to nine, and if other persons directly connected with Olympic competition are added, the number climbs to 11.

Goodyear's first contact with

year was 1964, when three members of the company basketball team battled their way through Olympic trials competition to win spots on the U.S. team that competed in Tokyo, Japan.

The three were Richard Davies, a 6-1 guard from Louisiana State University;

(continued on page 52)

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Backpack Camping Today

There was a time when the sight of a guy walking down an interstate highway with a backpack would have set the local residents to wondering.

"Maybe he thinks he's climbing Mt. Everest or something," might have been a typical comment.

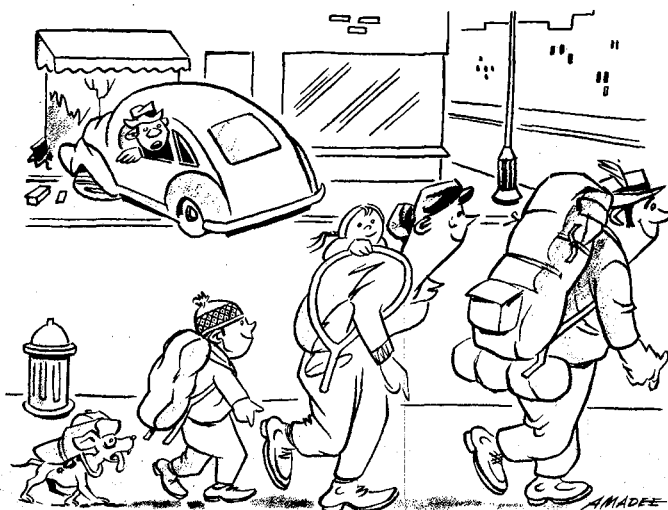
Today backpacks are a common sight along the byways of America and the sport which was once considered a western or high mountain passtime now has fans nationwide.

In 1971, more than \$50,000,000 worth of backpacking equipment was sold at the wholesale level in this country, a jump from just \$20,000,000 the year before. The growth of this particular segment is the largest in the camping market. In a word, backpackers aren't considered a bunch of kooks any more—there are too many of them around.

What has led to this enormous growth in popularity? A number of things. The nation's growing concern for the environment is one, and ecology and backpacking have always been closely related in the public mind. Increased interest in physical fitness is another. And, what better way is there to keep fit than to put one's food, home and bed on one's back and go walking for a day or a week?

The need for solitude, for simple things and for getting closer to the real world are influential, too. But there are other reasons, and perhaps these are the most important.

One is the discovery by vast numbers of people that there are places other than parks and national forests in which to go backpacking. The other is the development of modestly priced equipment that takes the strain



and pain out of what was once considered a sport only for the rugged and physically fit.

Some public agencies have been extremely slow in recognizing the need for more places to go hiking. There are only a little over 100,000 miles of trails left in the U.S.—that's less than a yard of trail for every citizen. And most of the country's trails were built for other purposes—notably fire protection. Yet by using these facilities and by sharing the trails of other users—such as horseback and motor-bike riders, logging companies, bird watchers and bicyclists—hikers have found for themselves vast areas in which to practice their hobby.

Today there is no locality where at least some opportunity to go hiking is not close by. Most states have national, state or county forests and parks. Even where there is no public land, hikers usually have no trouble getting on private land because of their tradition of "taking nothing but pictures, leaving nothing but tracks."

The importance of the new lightweight equipment, and of the introduction of good equipment which is within nearly everyone's price range is hard to over-emphasize.

A few years ago a typical two-man trail tent weighed six lbs. Now it can weigh as little as 3½ lbs. Not long ago, a good trail sleeping bag weighed 5½ lbs. Now it can weigh 3 lbs. or less.

Just a few years ago, the typical store-bought pack frame looked like, and rode on a guy's back like, a fire ladder. Now it fits like a friendly old shirt. And frames now come in sizes so the average 100

lb. weakling doesn't have to carry a frame designed for Charles Atlas.

Aluminum has replaced wood, webbing has replaced leather and nylon has replaced canvas. The equipment is not only lighter, it's tougher.

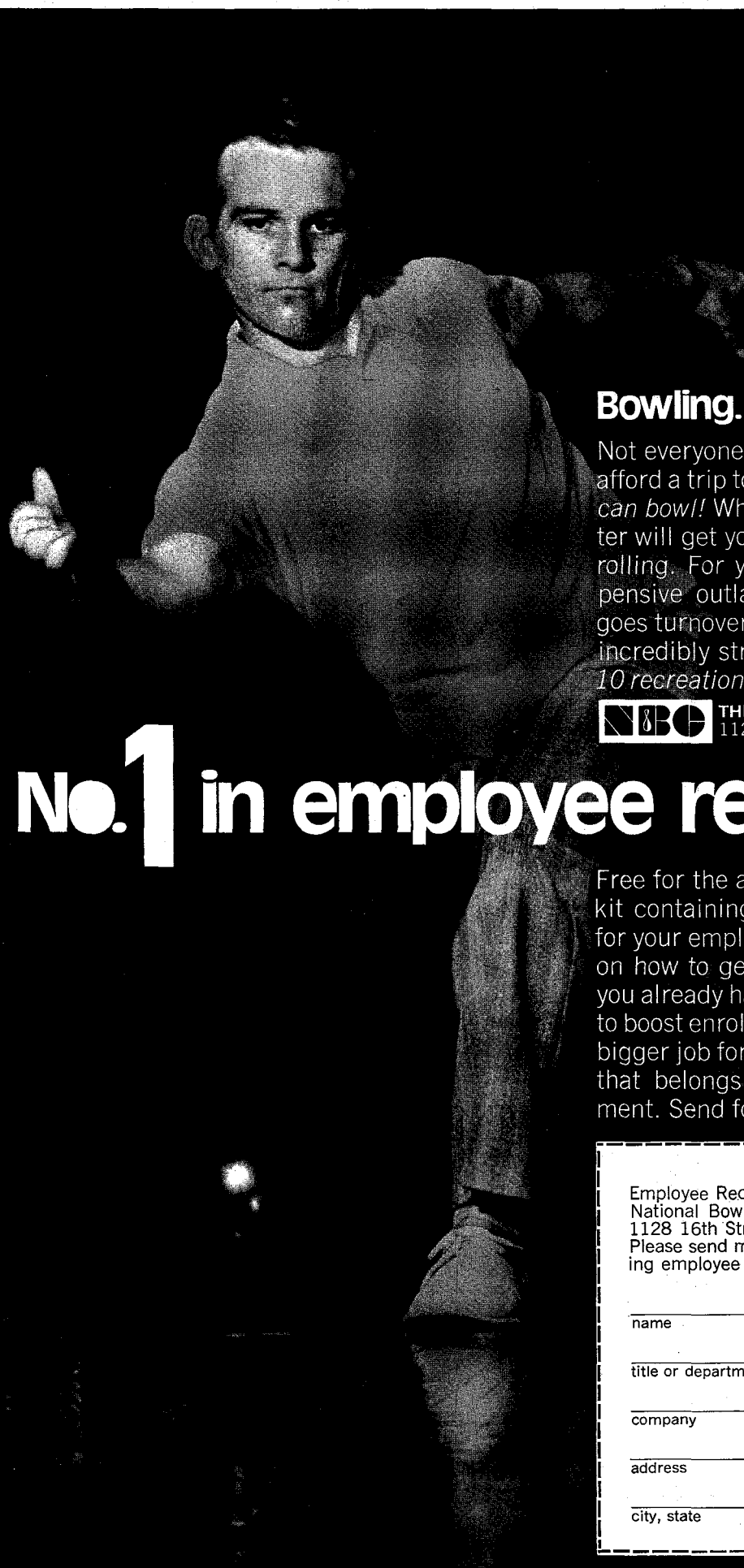
Costs have come down dramatically, too. Not long ago, a person thought he should spend as much as \$40 for a good pack frame. Today whole backpack sets, including frame, pack and duffel, can be bought for less than that—and it's quality.

As recently as three years ago, a person had to spend more than \$85 for a down-filled mummy bag warm enough for high-mountain camping. Now bags with synthetic insulating material are just as light, just as warm and just as compact yet cost less than half as much.

Entry into the market by large firms with real marketing power has been instrumental in bringing the cost of good equipment down.

The result of all these factors has been to put a lot of Americans in the backpacking picture who, just a few years ago, thought backpacking equipment was something for people climbing Mt. Everest.

How about a backpacking club this summer at your company?



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MEET

Miss Industrial Recreation, 1972

Any girl active in 34 of her company's 36 available employee activities must enjoy being busy. Especially when she's talented, an aspiring law student and beautiful besides.

Valerie Netter, Miss Industrial Recreation of 1972 from Eli Lilly & Company, Indianapolis, In., just happens to combine all those attributes.

Recent winner of her company's Miss Employee Activities contest, the 22-year-old, brown-eyed brunette was Lilly's logical entrant. Although she has been with the company only one year, she participates in almost every activity and holds offices in some.

"I am very much involved in the activities, and I do everything I can to stir up interest for them in other people. Lilly has such a fantastic program for the employees, and everything is really free. It's just up to them to participate."

In her current title at Lilly, Valerie's role in some events has led to continued participation afterwards. She enjoys telling of the table tennis tournament she attended to award trophies,



having never before played in her life, and ended up spending every lunch period and break time since practicing her game.

"The most rewarding part of

all this is meeting so many wonderful people and developing new friendships," she says. "I'll be looking forward to more of the same in Oakland."

Valerie, petite at "just under five feet" and 95 pounds, will probably take advantage of the conference to do even more bragging about Lilly's program. Outside of her job and night school classes towards a master's degree in psychology (and later law) she still finds time to work with retiree programs, attend several activity functions each week and develop new ideas, such as a public affairs discussion group.

"I think that if people would go to an activity just one time, they would find out how great it was and go back again," she says.

If any of those people would meet Valerie Netter just one time, they would visit with our Miss Industrial Recreation of 1972 time after time for those same reasons.

Valerie will be crowned at the Opening Banquet of this year's national Conference in Oakland by Mary Ann Alcorn, last year's winner.

Gela Kock, First Runner-Up, was entered by the Flick-Reedy Corporation, Bensenville, Il. This 21-year-old young lady spent the first three of those years in Germany, her birthplace, but her activities and interests today are thoroughly American. She is a member of the Aqua Club and the bowling and tennis leagues at Flick-Reedy and also enjoys



art at home.

Gela's relationships with her fellow workers, she says, have been greatly

enhanced by the opportunities for recreation together outside the nine-to-five schedule. "It makes things much more

comfortable on the job," she says, "if you can be working with someone who only the night before was having fun with you and the team."



Mary Ann Alcorn, Miss Industrial Recreation, 1971

Our Second Runner-Up is Pat Thomas from the State Farm Insurance Cos., Bloomington, Il. Pat's work in the personnel department bridges her social problems approach to employee activities. "Considering that it is home-based in a relatively conservative area, our company is definitely keeping ahead of issues; there is good opportunity for women here,"

she says.

Pat was instrumental in recent changes in company policy to



maternity leave and other facets of women's rights on the job. Her sports interests are oriented to those included in State Farm's program, especially tennis and golf. Pat is well used to beauty contests, having taken part in ones at school, in the community and nationwide. The 25-year-old miss thrives on constant activity, as evidenced by her participation in community and professional activities as well as those at church and job. "A good activities program like ours makes a healthy mind and body easier and more fun."

Miss NIRA's Court



Ann Louise Arkwright
Lord Manufacturing
Erie, Pa.



Karen Cacchione
Lord Manufacturing
Erie, Pa.



Debbie Drummond
McDonnell-Douglas
St. Louis, Mo.



Marie Holder
McDonnell-Douglas
St. Louis, Mo.



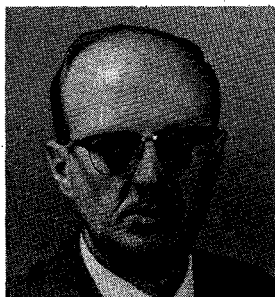
Norma Hunter
McDonnell-Douglas
St. Louis, Mo.



Nilsa Marrero
Harvey Alumina
St. Croix, V.I.



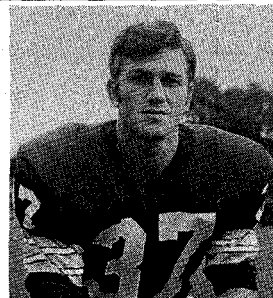
Wanda B. Mullins
U. S. Dept. of Ag.
Washington, D.C.



Paul Wood, chairman of contest, Recreation Council, USDA

The Panel of Judges

Pat Fischer, elusive cornerback of the Washington Redskins, ranks 10th in interceptions in the NFC. He is one of four football-playing brothers at Nebraska, where he was a quarterback and halfback. Pat has a B.S. in Business Administration and in off seasons is a stock broker.



Anna Louise Schrayner Harris is a teacher on educational television for the Washington County, Maryland Public Schools. She pioneered public school TV teaching under a Ford Foundation grant. A world traveler, Mrs. Harris recently toured the Soviet Union as a member of an educational seminar.



Mr. Harris has his own firm for counseling and training in self-improvement and self-advancement.

Formerly with Patricia Stevens Career College, he has been a judge or host in over 80 beauty pageants. One contestant he judged and coached became Miss America of 1956, Sharon Kay Ritchie.



Miss Maryland of 1966, Linda Peluzzo had her first taste of pageantry at three as Little Miss Washington. She scored a first by winning the Most Potential Talent Award (first time presented) at the Miss America pageant. Recently she was selected one of the four outstanding Italian-Americans for the year, the first woman ever to receive this honor.



Warner Wolf is the most-listened-to sports reporter and commentator in the Greater Washington area. As sports director for WTOP-TV, he has had many wild experiences, the latest being knocked out by Muhammad Ali! (To cover Ali's surprise trip to town, Wolf had to drop judging duties to rush to his side and was 'knocked out'.)



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ARCHERY - The Traditional Sport

By Fred J. Schuette
Executive Secretary
American Archery Council

The increasing importance of the constructive use of leisure time is a challenge to schools and recreation agencies in that they must provide opportunities for people to acquire interests and skills that have life-long values. Archery, long recognized as a valuable and satisfying sport, is growing in popularity as an individual and family activity.

The exact time and place of the origin of archery is not known, but drawings left by cavemen on rock walls of their dwellings on the Spanish peninsula indicate that archery was known some 100,000 years ago. Archery's influence on man's superiority over the wild animal is ranked with such important discoveries as the wheel or fire.

Early bows were made of vine, gut or rawhide attached to a tree branch that cast a light stick. However, once the making of the bow and arrow was perfected, it became man's most important weapon. The Turks and Greeks are credited with developing the composite bow made of wood, horn and sinew and shaped like a "c" when unstrung. Their superior design allowed an arrow to be shot more than 800 yards. Such efficiency provided countless countries with the chief weapon of warfare until the 16th century when guns were introduced.

After the decline of the bow and arrow as a weapon of war, it was introduced as a sport. England has many tales of its longbow and archers' proficiency in tournaments before the royal courts.

The early history of the United States has many reports of the American Indian and the importance of the bow and arrow to their civilization. The firearm again caused the decline of the bow as the main source of food gathering and protection.

In 1879 the National Archery Association was organized by sportsmen interested in archery as a sporting activity. Today this

organization selects through tournament competition the individuals who will represent the United States in the first Olympic competition for archers since 1908. That was the last time archery has been included in the Olympics.

Other organizations that have been organized for the archery sportsman are the American Indoor Archery Association, the National Field Archery Association and the Professional Archers Association. The Archery Manufacturers Organization is the trade organization in the archery industry and the Archery Lane Operators Ass-

ociation is the trade organization for the operators of commercial archery ranges and lanes.

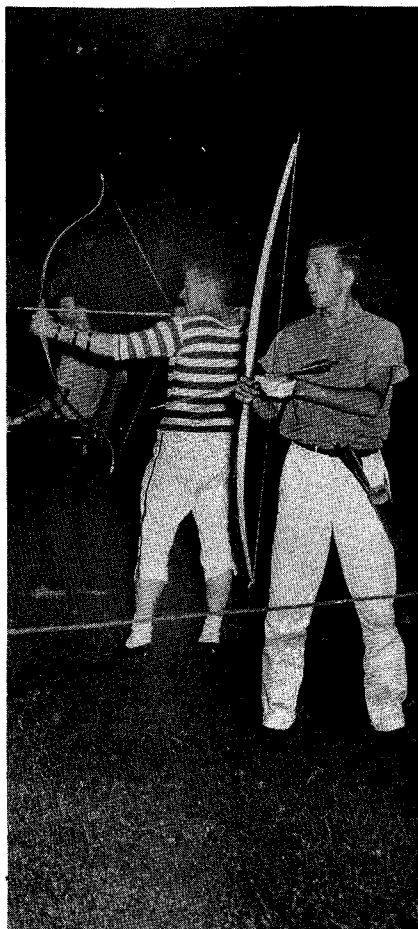
These six archery organizations have representatives on the American Archery Council that comprise the Board of Directors. The AAC provides a common meeting ground for better communication between these organizations. The AAC is dedicated to the support of all archery forms and the promotion of the shooting of a bow and arrow.

Through the efforts and cooperation of the American Association for Health, Physical Education and Recreation, the AAC has since 1965 been instrumental in bringing the latest teaching techniques and ideas to schools and recreation programs around the country. Archery became one of three major recreational activities promoted by the Outdoor Education Project of the AAHPER. It has conducted countless archery workshops for beginning and advanced instructors, insisting that archery be introduced to beginners so that they will have fun and achieve success. The byword of AAC instructors has been "immediate participation and immediate success."

Archery abounds with a variety of activities that reveal its versatility. Enjoyed indoors or outdoors, by young and old, target archers and hunters all find enjoyment in one of our oldest and growing sports.

For the target archer, competition can be gained through postal or physical tournaments. They are conducted both indoors and outdoors. The tournaments are also for the amateur with the Olympics at the pinnacle to the amateur world. Professional archery has continued to develop and to gain in popularity.

The bowhunter has a variety of interests to provide him with countless hours of enjoyment. Hunting regulations vary from state to state but most have extended hunting seasons that include a variety of game and fish. ■



Archery enthusiasts compete in the annual tournament at the Faultless Rubber Company. The sport is popular with many NIRA company members, as 44% of them sponsor an archery program.

Phillips' W. W. Keeler — NIRA's "Employer of the Year"



W. W. Keeler

In its second year of presentation, the NIRA "Employer of the Year" award goes to William Wayne Keeler, Chairman and Chief Executive Officer, Phillips Petroleum Company, Bartlesville, Oklahoma.

Keeler's selection, made by current NIRA President C. James Moyer along with recommendations from the Executive Board, was based on criteria of program reflecting the deep understanding by the executive of the needs of his employees during their non-work hours. Outstanding contributions to NIRA, in the form of time, effort and talent spent putting forth the goals of industrial recreation were also considered.

Keeler was elected to his present position on September 9, 1968, after serving as president and chief executive officer since July 10, 1967. He was born in Dalhart, Texas on April 5, 1908, reared in Bartlesville, Oklahoma, and after finishing high school there entered the University of Kansas engineering school.

Keeler joined Phillips permanently in 1928, after several summers of vacation employment. He was advanced through various jobs at several refineries and in the home office, was made

(continued on page 57)

McCormick is NIRA's President for 1972-73

Gary D. McCormick, manager of the Salt River Project's PERA Club, is the new president of the National Industrial Recreation Association for the year 1972-73.

McCormick, 35, of Phoenix, will assume his new duties June 17 at the Association's 31st national convention in Oakland, California.

He has been PERA Club manager since June of 1967; since then membership participation has doubled from 80,000 member visits in 1967 to 160,000 member visits in 1971.

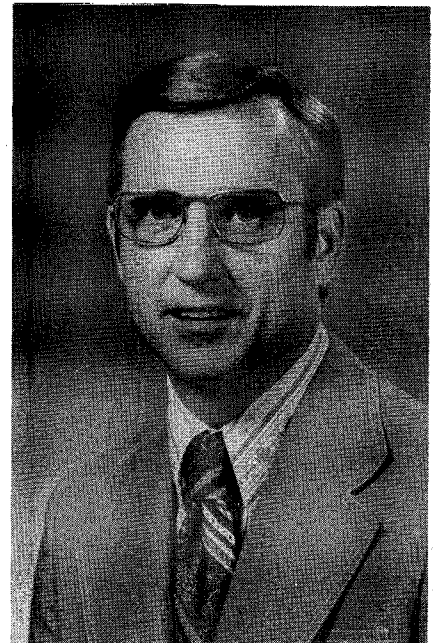
The club also received the NIRA—United Savings—Helms Athletic Foundation award in 1968 for the best recreation program and facilities in North America. The club previously received the award in 1962.

McCormick is a 1960 graduate of the University of Denver where he received a B.A. in education with a major in history and a minor in physical education.

He had previously attended the University of Southern California at Los Angeles on a baseball scholarship. McCormick then spent two years as a pitcher for the then Brooklyn and later Los Angeles Dodgers.

(continued on page 57)

Gary D. McCormick



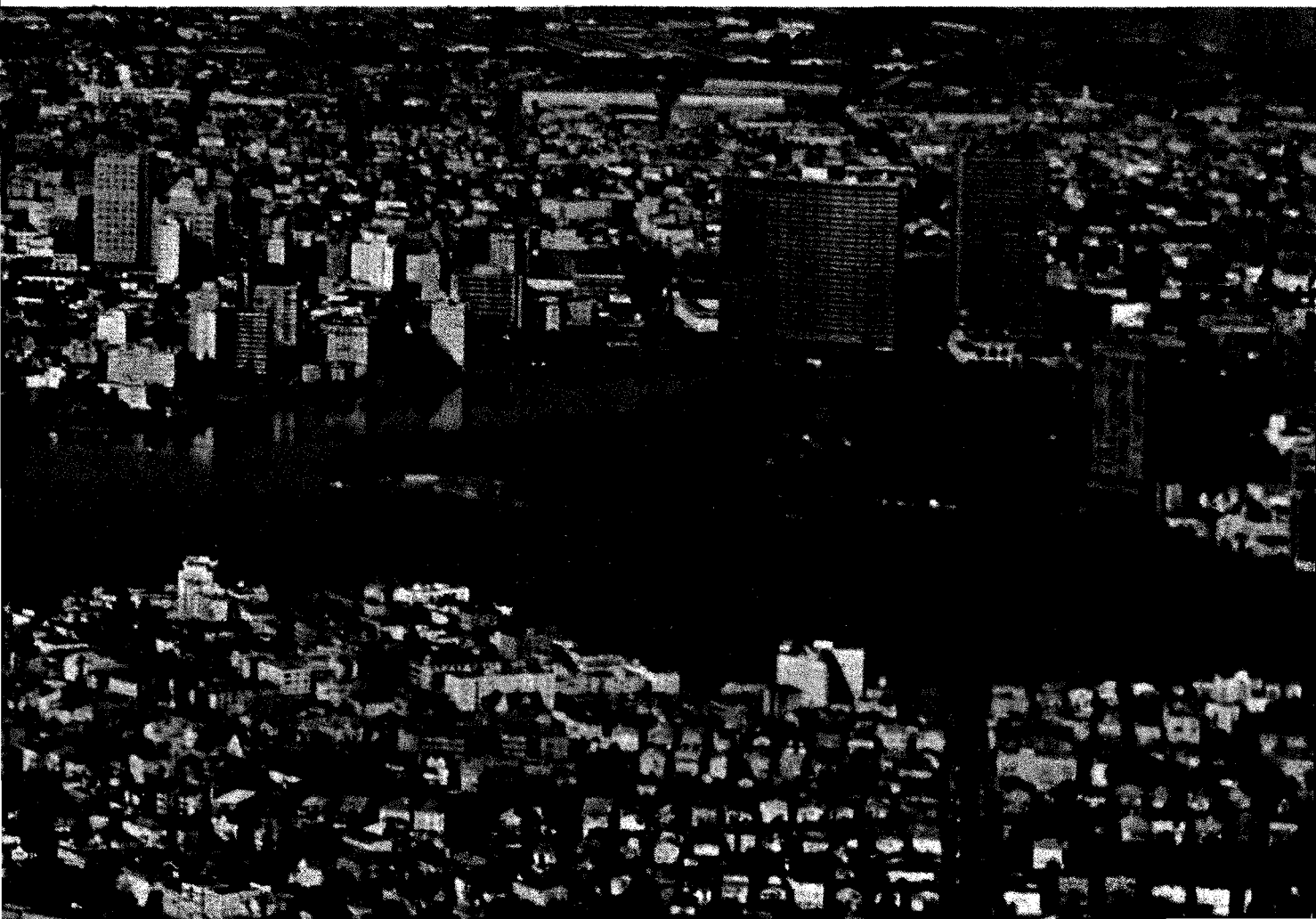
DAKLAND

"on the sunny side of the bay"



"Partners in Progress", the theme of the 31st National Conference and Exhibit, indicates we all have a responsibility in the growth of the working man and his family. Robert S. Oelman, Chairman of the Board, National Cash Register Company, states, "The attitude of the people who engineer our products and who manufacture them determines to a large extent the success of the company." "Partners in Progress" has a conference program unsurpassed by any conference to bring greater knowledge and understanding about recreation's role in the development and success of the company and its employees.

MICHAEL A. FRYER
NIRA EXECUTIVE DIRECTOR





C. James Moyer
President,
National Industrial
Recreation Association

THERE'S A PROFIT IN IT FOR YOUR COMPANY

The Benefits of Conference Participation

A national conference such as ours can be viewed in various ways by different people. To the outsider with little knowledge or interest in the subject matter of the conference being staged, the event may appear a miniature version of a county fair. To others it comes across as a Mardi Gras and an additional vacation benefit.

To the professional, a conference is the one media of communication that offers him both individual and group consultation. Here, in a relatively short time, he can refresh his thinking, update his ideas, and profit from the personal contacts he makes with others in his profession. A free exchange of ideas in group and individual consultation and discussion sessions would be difficult to evaluate in dollars. However, we can say with certainty that it is not uncommon to pay a consultant \$125 to \$200 per day for his expertise. At the conference the expertise consultation from many is free.

NIRA endeavors to feature the specialists within the fields of industrial recreation and health programs. Recreation administrators and recreation and health programs may vary from one company to another. Because of these variations, we find some directors more knowledgeable in some special activities than others. Although the ideal program is one reaching all facets of recreation and health, there are some companies that, due to location, age levels, etc., promote one or two special interests over others. These administrators are called upon by conference committees many times to assist in the conference sessions, and they are termed within the profession as recreation administrative specialists.

The average recreation director, not knowing those who have specialized, can quickly locate them for consultation during the conferences.

For the small company unable to fully staff a recreation department, the conferences, seminars and NIRA membership are virtually a gold mine of information, assistance and guidance.

The larger industries benefit the most from

experience exchanged between similar program administrators. Because of the broad scope that industrial recreation and health encompass, it would require volumes of text to cover the subject thoroughly. It would take many instruction hours to outline and lecture on the text. The conference committee, therefore, must pick the pertinent subjects of the times, the problem areas, the elements of research and development they feel most helpful to the administrator. Each succeeding year the conference committee endeavors to bring forth some elements of recreation and health not covered in previous years. With this kind of planning, we feel NIRA is saving its member companies many dollars and much of the directors' time in research, program updating and business administration.

NIRA's conference exhibition has always been one of the finest exposures to the industrial recreation and health product/supply line in the country. Most of our exhibitors are associate members of NIRA and have served our profession for many years. NIRA is proud of the selected exhibitors, and every product and supplier exhibiting has been approved by the Convention Committee and Executive Board of NIRA. This endorsement should prove to be of great value to the administrator, both in time and money he can save.

We have been able to work with our associate members in making special savings purchases and service plans possible for the recreation program and its members. NIRA is one of the first professional organizations to include its associates in the conference planning and visual education program.

For the conference participant who is eager to improve his program to keep abreast of the times and to take advantage of special purchase privileges, the conference can be the most valuable meeting of the year. Proof of the foregoing is the constant growth of attendance and the influx of new member companies joining NIRA. ■

THURSDAY—JUNE 15

8:30 A.M. - 11 A.M. President's Suite

EXECUTIVE COMMITTEE MEETING

Presiding: C. James Moyer, Eastman Kodak Co.

11:00 A.M. Upper Hotel Lobby

REGISTRATION AND INFORMATION OPENS

12:00 - 1:00 P.M.

SPECIAL COMMITTEE MEETINGS

CIRA/CIRL Petaluma Room

Chairman: Martha Daniell, Nationwide Insurance Co.

REGIONAL MANAGEMENT Fremont Room

Chairman: Mel Byers, Owens-Illinois, Inc.

RESEARCH FOUNDATION

(NIRREF) Atherton Room

Chairman: William DeCarlo, Xerox Corp.

1:00 - 2:00 P.M.

SPECIAL COMMITTEE MEETINGS

RECREATION MANAGEMENT

MAGAZINE San Leandro Room

Chairman: Arthur Conrad, Flick-Reedy Corp.

ELECTIONS AND

NOMINATIONS Petaluma Room

Chairman: Martha Daniell, Nationwide Insurance Co.

LEGISLATIVE Fremont Room

Chairman: Mel Byers, Owens-Illinois, Inc.

PROGRAM SERVICES, TOURNAMENTS, CONTESTS

Atherton Room
Chairman: Miles Carter, McLean Trucking Co.

2:00 - 5:00 P.M. Berkeley Room

BOARD OF DIRECTORS MEETING

Presiding: C. James Moyer, Eastman Kodak Co.

6:30 P.M. Oakland Room

OFFICIAL CONFERENCE OPENING

BANQUET 31st ANNUAL

NIRA CONFERENCE & EXHIBIT

"THE SPIRIT OF ALOHA"

Hosts: NIRA and United Air Lines

Master of Ceremony: Eugene Miller, Michigan Bell Telephone Co.

Introduction of Head Table: Eugene Miller, Michigan Bell Telephone Co.

Welcome: President NIRA, C. James Moyer, Eastman Kodak Co.

Welcome: Executive Director NIRA, Michael A. Fryer

Welcome: Conference Chairman, Joe Descagnia, Naval Air Station, Alameda

Welcome: Mayor of Oakland, John Reading

Invocation:

Presentation: "Miss Industrial Recreation" for 1972-73, Valerie Netter, Eli Lilly & Co., by Paul W. Wood, U.S. Dept. of Agriculture

Keynote Speaker: Dr. George J. Kidera, Medical Director, United Air Lines—"How to Succeed in Business Without Really Dying".



*John H. Reading
Mayor of Oakland*



*Michael A. Fryer
Executive Director*

*Dr. George M. Kidera
Speaker-Opening Banquet*





Frank C. Daniel
Speaker-Ruling Organizations session



United Airlines
Official Air Carrier

Agnes G. Duffy
Speaker-Ruling Organizations session



Benediction:

Dinner Show: Compliments United Air Lines
Chairman: Joe Descagnia, Naval Air Station, Alameda

Recorder: Joe Droadnaz, Kaiser Industries

FRIDAY—JUNE 16

8:00 A.M. Oakland and Alameda Rooms

EXHIBITORS START SET UP

8:00 A.M. Upper Hotel Lobby

REGISTRATION AND INFORMATION OPENS

8:30 - 10:00 A.M.

REGIONAL BREAKFASTS AND BUSINESS MEETINGS

Region I Richmond Room

Chairman: Fred Wilson, Scovill Mfg. Co.

Region II Berkeley Room

Chairman: Joseph Schranck, E.I. DuPont de Nemours & Co.

Region III San Lorenzo Room

Chairman: Eugene Miller, Michigan Bell Telephone

Region IV Atherton Room

Chairman: Roy L. McClure, Lockheed - Georgia Co.

Region V Fremont Room

Chairman: L. E. Luedke, Wisconsin Gas Co.

Region VI Petaluma Room

Chairman: Howard Bunch, First Nat'l Bank of Denver

Region VII San Leandro Room

Chairman: Jack Swank, Stromberg Datagraphix

Region VIII Castro Valley Room

Chairman: George K. Grigor, Canadian Kodak

All Regional Breakfasts Chairman: Gary McCormick, Salt River Project

10:15 A.M. - 12:00 Noon Hayward Room
(Theatre If Inclement Weather)

"HOW RULING ORGANIZATIONS AFFECT YOUR PROGRAM"

Speaker: Robert Wiley, Field Representative, American Bowling Congress

Speaker: Frank C. Daniel, Executive Secretary, National Rifle Association

Speaker: Don E. Porter, Executive Director, Amateur Softball Association

Speaker: Agnes E. Duffy, Board of Directors, Women's International Bowling Congress

Chairman: Howard Honaker, Faultless Rubber Co.

Recorder: Jack Swank, Stromberg Datagraphix

12:30-2:45 P.M.

Poolside

(Hayward Room If Inclement Weather)

Oklahoma Bar-B-Q Management Luncheon
NIRA HONORS "EMPLOYER OF THE YEAR", W. W. KEELER, CHAIRMAN OF THE BOARD, PHILLIPS PETROLEUM COMPANY

Host: NIRA

Master of Ceremony: A. Murray Dick,
Dominion Foundries & Steel, Ltd.

Presentation of Award: C. James Moyer,
President NIRA; Eastman Kodak Co.

Keynote Speaker: W. W. Keeler, Phillips
Petroleum Co.

Water Show Entertainment: San Francisco
Merionettes, directed by Mrs. Marion Kane

Chairman: Sal Malo, Burbank Industrial
Recreation Assn.

Recorder: Jane Voigt, Owens-Illinois, Inc.

3:00 - 3:45 P.M.

Concurrent Sessions

(to be repeated 4:00 - 4:45 P.M.)

FINANCE—"NEW WAYS TO GENERATE REVENUE"

San Leandro Room

Speakers: Fees and Charges—

Ken Wattenberger, Lockheed Aircraft Co.

Company Store—John Meyer, Motorola, Inc.

Chairman: Charles Wilt, Cummins Engine Co.

Recorder: Cliff Amaral, Oakland Postal

Employees Assn.

EDUCATION—"EDUCATIONAL OPPORTUNITIES THROUGH RECREATION"

San Lorenzo Room

Speakers: Howard Scheidt, Chairman, Re-
creation Dept., Moraine Valley Community
College

Dr. Demi Maimieri, Chairman, Recreation
Dept., Miami-Dade College

Dr. Donald McKillip, Chairman, Recreation
Dept., St. Mary's College

Chairman: Jo Ann Williams, Professor,
Merrit College

Recorder: Dorothy Viani, Oakland Industrial
Recreation Assn.

TRAVEL—"NEW HORIZONS IN EMPLOYEE TRAVEL"

Berkeley Room

Speaker:

Chairman: Charles Placek, Motorola, Inc.

Recorder: William Lequeoir, Southern Pacific
Railroad

FAMILY RECREATION—"IS FAMILY RECREATION A VITAL NEED?"

San Pablo Room

Speaker: Don Pelegrino, Graduate Studies
Coordinator and Professor, California State
University, Northridge

Chairman: Kenneth Leonard, Lockheed Space
& Missiles Co.

Recorder: Sam Lazar, Kaiser Industries



W. W. Keeler
Employer of the Year



San Francisco Merionettes
Entertainment

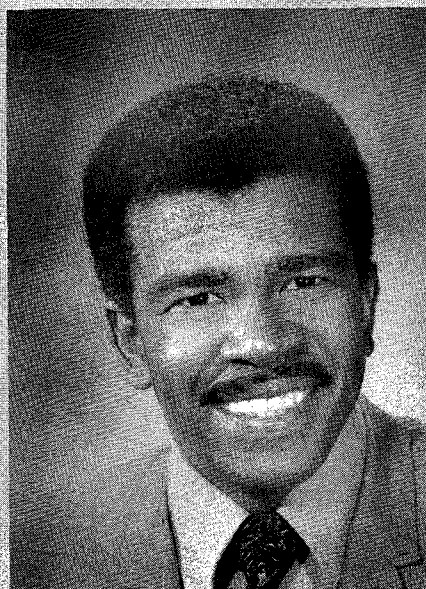


Dr. Demie J. Mainieri
Speaker-Education session



Dr. Donald McKillip
Speaker-Education session

William B. Patterson
Exhibit Co-Chairman



4:00 - 4:45 P.M.

CONCURRENT SESSIONS

(repeat of 3:00 - 3:45 sessions)

FINANCE—"NEW WAYS TO GENERATE REVENUE"

San Leandro Room

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Chairman: Jo Ann Williams, Professor, Merritt College

Recorder: Dorothy Viani, Oakland Industrial Recreation Assn.

TRAVEL—"NEW HORIZONS IN EMPLOYEE TRAVEL"

Berkeley Room

Chairman: Charles Placek, Motorola, Inc.

Recorder: William Lequeoira, Southern Pacific Railroad

FAMILY RECREATION—"IS FAMILY RECREATION A VITAL NEED?"

San Pablo Room

Speaker: Don Pelegrino, Graduate Studies Coordinator and Professor, California State University, Northridge

Chairman: Kenneth Leonard, Lockheed Space & Missiles Co.

Recorder: Sam Lazar, Kaiser Industries

6:00 - 9:30 P.M.

Exhibit Halls

GRAND OPENING OF EXHIBITS AND HOSPITALITY PARTY

Reception and Hors d'oeuvres served

Hosts: NIRA and 1972 Conference Exhibitors

Co-Chairmen: Howard Scheidt, Moraine Valley Community College

William Patterson, Oakland Industrial Recreation Assn.

Michael Winfield, Bell & Howell Co.

Recorders: Flo Williams, Kaiser Industries

Rosa Barksdale, Naval Air Station, Alameda

Willie Archer, Corning Glass Works

Frequent Merchandise Drawings

9:30 P.M.

Hotel Lobby

TRANSPORTATION AND TOURS

AVAILABLE TO JACK LONDON SQUARE

Chairman: Warren Steele, Oakland Industrial Recreation Association

SATURDAY—JUNE 17

8:00 A.M. Upper Hotel Lobby
**REGISTRATION AND INFORMATION
OPENS**

8:00 A.M. Burlingame Room
**CIRA/CIRL BREAKFAST AND AWARDS
CEREMONY**
**"THE PLACE CIRA'S HAVE IN THE
PROFESSION"**

Speaker: Dan L. Archibald (CIRA), Editor -
CIRA Informer; McDonnell Douglas Corp.
**"RESEARCH METHODS FOR
RECREATION"**

Speaker: William B. DeCarlo, Director of
Research NIRA; Xerox Corp.

Awards: Gary McCormick, Salt River Project
Chairman: Martha L. Daniell, Nationwide In-
surance Co.

Recorder: Joe Descagnia, Naval Air Station,
Alameda

8:00 A.M. Hugo's
**BREAKFAST FOR DELEGATES
AND EXHIBITORS**

"Eye-Opener" Breakfast

Host: NIRA

Chairman: Dick Sweetland, Naval Air Station,
Alameda

8:00 - 10:00 A.M. Exhibit Halls
EXHIBIT HALLS OPEN

Co-Chairmen: Howard Scheidt, Moraine Valley
Community College

Michael Winfield, Bell & Howell Co.

Recorders: Loraine Williams, Oakland In-
dustrial Recreation Assn.

Yvonne Quan, Oakland Industrial Recreation
Assn.

Frequent Merchandise Drawings

10:15 - 11:45 A.M. Hayward Room
GENERAL SESSION

"THE FASTEST GROWING ACTIVITIES"

Speakers: Bicycling—Keith Kingbay, League of
American Wheelmen

Camping—Bill Wiesner, National Sales
Manager, Coleman Co.

Motorcycling and Snowmobiling—Leon
Sturman, Head of Marketing Research Dept.,
Yamaha Int'l. Corp.

Tennis—Duke Zilbar, Spalding, Inc.

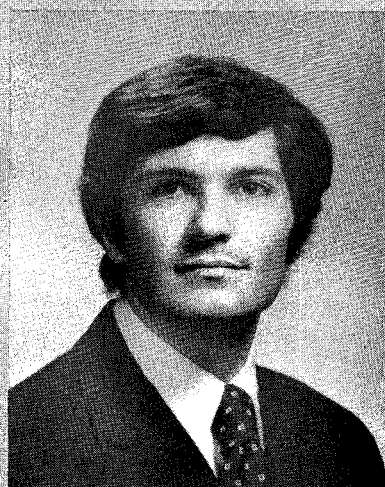
Skiing—Jack McGuire, MacGregor

Chairman: Kenneth White, North American
Rockwell

Recorder: Jim Dealey, Alameda County Em-
ployees Assn.



*Dan Archibald
Speaker-CIRA Breakfast*



*Ike Matza
Post-conference tour*

*Ken Wattenberger
Speaker-Finance session*



12:00 Noon - 1:45 P.M.

Hilton Hotels

NIRA AWARDS LUNCHEON

Co-Hosts: NIRA and Hilton Hotel Corp.,
Courtesy Pat Green, Tour and Travel Dept.,
and Vice President, Hilton Hotel Corp.

Awards: United Savings - Helms Awards
Certificates of Excellence Awards
National Rifle & Pistol Awards
Distinguished Service Award
Promotional Contests Awards

Master of Ceremony: Von E. Conterno, Pratt &
Whitney Aircraft Co.

Chairman: Bill O'May, Flick-Reedy Corp.

Recorder: Ann Gentile, Naval Air Station,
Alameda

Speaker: Dr. Robert Bronzan, Director of
Athletics, San Jose State College and Con-
sultant to 3M Company:—"The Future of
Industrial Recreation".

Special Bus Arrangements: Courtesy Hilton
Hotel Corp. Depart Hyatt House Lobby 12:00
Noon

2:00 - 3:45 P.M.

CONCURRENT SESSIONS

NIRA ANNUAL BUSINESS MEETING AND ELECTION OF OFFICERS

Hayward Room

Presiding: C. James Moyer, President NIRA;
Eastman Kodak Co.

Parliamentarian:

Supervisor of Elections:

Chairman: Michael C. Luckenbach, NIRA Staff

Recorder: Carol Reeves, NIRA Staff

2:00 - 2:45 P.M.

CONCURRENT SESSIONS

PROGRAM PLANNING METHODOLOGY SEMINAR

San Lorenzo Room

Instructor: Milt Rouss, Salt River Project

Chairman: Mike Varanese, Lockheed Aircraft
Co.

Recorder: Gloria Boyles, Union Carbide Corp.

3:00 - 3:45 P.M.

CONCURRENT SESSIONS

"MARKETING YOUR RECREATION PROGRAM"

San Lorenzo Room

Speaker: Charles Huy, Director of the Press
Club, San Francisco.

Chairman: Robert J. Wamsley, Eli Lilly & Co.

Recorder: Bill Iwed, Naval Air Station, Alameda

5:00 - 8:00 P.M.

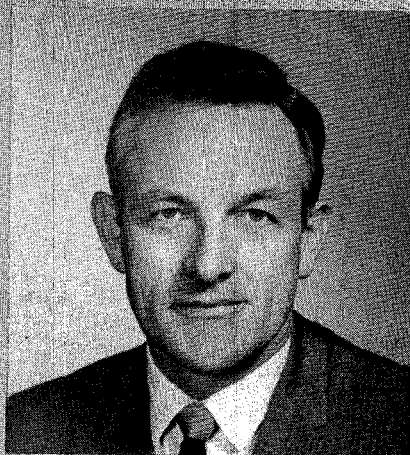
Exhibit Halls

EXHIBIT HALLS OPEN AND HOSPITALITY PARTY

Reception and Hors d'oeuvres served

Co-hosts: NIRA and the Buena Park Chamber of
Commerce, Convention and Visitors' Bureau
and Holiday Inn.

Co-Chairmen: Howard Scheidt, Moraine Valley
Community College



*Robert T. Bronzan
Speaker-Awards Luncheon*



*Milt Rouss
Program Planning seminar*

*Martha Daniell
Election Chairman*



Michael Winfield, Bell & Howell Co.
Recorders: Charles Pillsbury, Naval Air Station,
 Alameda
 Jack Miller, Oakland Industrial Recreation
 Assn.
 Willie Archer, Corning Glass Works

Frequent Merchandise Drawings

8:00 P.M. Hotel Lobby

**TRANSPORTATION AND TOURS
 AVAILABLE TO SAN FRANCISCO**

Chairman: Warren Steele, Oakland Industrial
 Recreation Association

SUNDAY—JUNE 18

8:30 A.M. Upper Hotel Lobby

**REGISTRATION AND INFORMATION
 OPENS**

9:00 A.M. Hugo's

**BREAKFAST FOR DELEGATES
 AND EXHIBITORS**

Host: Holiday Inns, Inc., "A Visit with
 Holiday Inns Around the World."

Chairman: Edward Meith, Eli Lilly & Co.

9:00 - 11:45 A.M. Exhibit Halls

EXHIBIT HALLS OPEN

9:45 - 11:45 A.M. Exhibit Halls

GRAND FINALE JAMBOREE OF EXHIBITS

Co-Chairmen: Howard Scheidt, Moraine Valley
 Community College

Michael Winfield, Bell & Howell Co.

Recorders: Andrew Zadany, Corning Glass
 Works

Edward M. Bruno, 3M Co.

Frequent Merchandise Drawings

11:45 - 1:00

**NEWLY-ELECTED BOARD OF DIRECTORS
 MEETING AND LUNCHEON**

Presiding: Gary McCormick, Salt River Project

12:00 Noon Exhibit Halls

**EXHIBITORS BEGIN DISMANTLING
 BOOTHS**

1:00 - 1:45 P.M.

CONCURRENT SESSIONS

**"FACILITIES MAINTENANCE AND
 DEVELOPMENT"**

San Lorenzo Room

Speakers: Groundskeeping—W.H. (Babe)

Brinkworth, District Manager, Toro Mfg. Co.

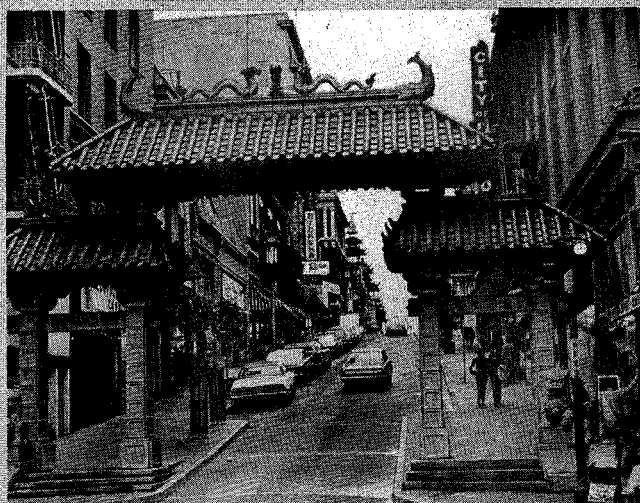
Synthetic Surfaces—J. D. Parmelee, Pres-
 ident, U. S. Turf Corp.

Portable Buildings—Ridgley Dodge, Pres-
 ident, Portahouse Co.

Lighting—Am J. McCallum, Manager, Public
 Relations, Pacific Gas & Electric Co.

Chairman: Richard Wilsman, S.C. Johnson &
 Sons Inc.

Recorder: Joseph Schranck, E. I. duPont de
 Nemours & Co.



San Francisco's Chinatown
 (San Francisco Convention & Visitors Bureau photo)



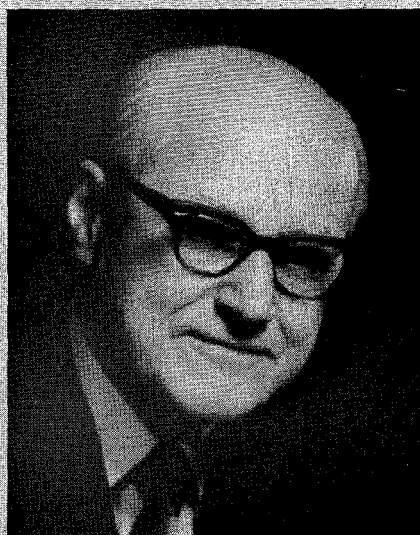
J. D. Parmelee
Speaker-Facilities session

Howard Scheidt
Speaker-Education session





*Dr. Herbert L. Klemme
Speaker-Retirement session*



*Frank Flick
Speaker-Fitness session*

*William B. DeCarlo
Chairman-Fitness session*



"MANAGEMENT'S AND LABOR'S POSITION ON THE WORK WEEK"

San Leandro Room

Speakers: Robert Hammon, General Manager, E.G. & G. Co.

Pat Shannon Baker, Information Officer, U.S. Dept. of Labor

John Foote, AFL—CIO, International Association of Machinists

Chairman: Phyllis Smith, Hughes Aircraft Co.

Recorder: Jean Da Monte, Owens-Illinois, Inc.

2:00 - 2:45 P.M.

CONCURRENT SESSIONS

"RETIREMENT—THE NEW LIFE"

San Leandro Room

Speaker: Dr. Herbert L. Klemme, Director of Industrial Mental Health, The Menninger Foundation, Topeka, Ks.

Chairman: Stan Locke, Jet Propulsion Laboratories

Recorder: Jule McInere, Oakland Industrial Recreation Assn.

"EXERCISE PRESCRIPTION AND FITNESS PROGRAMS"

San Lorenzo Room

Speakers: Frank Flick, President, Flick-Reedy Corp.

Dr. Kishore S. Ambe, Director, Health Enhancement Institute

Chairman: William B. DeCarlo, Xerox Corp.

Recorder: Eva Crowell, Oakland Industrial Recreation Assn.

3:00 - 3:45

Hayward Room

GENERAL SESSION

"PARTNERS IN PROGRESS"

Speakers: Gary McCormick, President NIRA 1972-73, Salt River Project

Michael A. Fryer, Executive Director, NIRA

Chairman: A. Murray Dick, Dominion Foundries and Steel, Ltd.

Recorder: Lillian Lockenvitz, State Farm Insurance Co.

7:00 P.M.

Oakland Room

"PRESIDENT'S DINNER DANCE"

"BOONOOOONOOS"

Guests of Honor: Mr. and Mrs. C. James Moyer, NIRA 1971-72 President; Eastman Kodak Co.

Mr. and Mrs. Gary McCormick, NIRA 1972-73 President; Salt River Project

Master of Ceremony: Arthur L. Conrad, Flick-Reedy Corp.

Speaker:

Chairman: Stephen Edgerton, Xerox Corp.

Recorder: Bill Burton, Burbank Industrial Recreation Council

PREPARE FOR DEPARTURE MONDAY TO THE PACIFIC'S MOST BEAUTIFUL ISLANDS—HAWAII, MAUI AND OAHU

CONFERENCE COMMITTEE

President	C. James Moyer
Executive Director	Michael A. Fryer
Chairman	Joseph Descagnia
Program	John Dixon
Entertainment	Warren Steele
Exhibit	William Patterson
Souvenir & gifts	Ann Gentile
Registration	Jody Merriam
Sergeant at arms	Warren Steele
Women's program	Florence Williams
Hospitality	Rosa Barksdale
Publicity	William Iwed

NIRA CONFERENCE HOST CITIES

1942 Cincinnati	1958 Fort Worth
1943 New York	1959 Philadelphia
1944 Chicago	1960 Detroit
1945 Detroit	1961 Chicago
1946 Chicago	1962 New York
1947 Chicago	1963 Minneapolis
1948 Akron	1964 Cleveland
1949 Detroit	1965 Milwaukee
1950 Milwaukee	1966 Cincinnati
1951 Chicago	1967 Los Angeles
1952 Rochester	1968 Detroit
1953 Cleveland	1969 St. Louis
1954 Chicago	1970 Denver
1955 Dayton	1971 Chicago
1956 New York	1972 Oakland
1957 Chicago	1973 Indianapolis



PAST PRESIDENTS

1941-44 Dr. Floyd R. Eastwood,* Los Angeles State College
1944-46 Edward B. DeGroote,* Servel, Inc.
1946-47 James J. Walsh,* Chrysler Corporation
1947-48 R. C. Skillman,* Champion Papers, Inc.
1948-49 C. A. Benson, Eastman Kodak Company
1949-51 W. H. Edmund, Goodyear Tire & Rubber Company
1951-52 John R. Ernst,* National Cash Register Co.
1952-53 William T. Prichard,* General Motors Corporation
1953-54 A. H. Spinner, Armstrong Cork Company
1954-55 Ralph M. Isacksen, Seeburg Corp.
1955-56 Carl Klandrud, Allis-Chalmers Manufacturing Co.
1956-57 Ben Kozman, Thompson Ramo Wooldridge, Inc.
1957-58 Kenneth Klinger, Consolidated Vacuum Corp.

1958-59 Thomas G. Croft, General Dynamics / Fort Worth
1959-60 John H. Leslie, Minnesota Mining & Mfg. Co.
1960-61 Oskar Frowein, Republic Aviation Corp.
1961-62 Robert A. Turner, West Point Mfg. Co.
1962-63 Edward T. Mitchell, U.S. Steel Corp.
1963-64 Walter Dowswell, Motorola, Inc.
1964-65 Frank Davis, Lockheed-California Co.
1965-66 Charles Bloedorn, Goodyear Tire & Rubber Co.
1966-67 Larry M. Deal, Sr., Inland Mfg. Co.
1967-68 Patrick W. Feely Jr., The Falk Corp.
1968-69 Kenneth L. Kellough,* North American Rockwell Corp.
1969-70 A. Murray Dick, Dominion Foundries & Steel, Ltd.
1970-71 Martha L. Daniell, Nationwide Insurance Co.
1971-72 C. James Moyer, Eastman Kodak Co.
*deceased

Greetings to NIRA's 31st Conference and Exhibit



Richard Nixon

THE WHITE HOUSE
WASHINGTON

March 8, 1972

On a number of occasions I have spoken about the need to give the American worker increased pride and pleasure in his work and you, the delegates of the Conference and Exhibit of the National Industrial Recreation Association, have an important role to play in the effort to meet this need.

Your 31st Conference reflects the business community's growing awareness that investments in the health of its workers are investments in its own health and, indeed, in the health of the entire country.

I am delighted to extend my warmest greetings to all the participants of the Conference. You have my best wishes for a most productive week.

Richard Nixon

RONALD REAGAN
GOVERNOR

State of California
GOVERNOR'S OFFICE
SACRAMENTO 95814



As Governor, it is my pleasure to welcome to California the delegates to the 31st Annual Convention of the National Industrial Recreation Association.

We are particularly proud that our state has furnished several national presidents of this outstanding organization. This representation from California demonstrates, I believe, our recognition of the importance of supporting the efforts of business and industry to provide employee physical fitness and recreation programs. We in California are most fortunate to have available a unique variety of recreational opportunities afforded by our diverse climate and terrain. Although your convention agenda is no doubt a busy one, I hope you will have an opportunity while in California to enjoy some of notable recreational areas.

Best wishes for a productive and most enjoyable meeting.

Sincerely,

Ronald Reagan
RONALD REAGAN
Governor

CITY OF OAKLAND



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Office of the Mayor
John H. Reading
Mayor

May 15, 1972.

TO:
THIRTY-FIRST ANNUAL CONFERENCE
NATIONAL INDUSTRIAL RECREATION ASSOCIATION
GREETINGS!

On behalf of the City of Oakland, I am pleased to extend cordial greeting, and welcome the officers and members attending the 1972 National Industrial Recreation Association Conference meeting at the Edgewater-Hyatt House, June 15 - 18.

We are happy to serve as host city for your Thirty-First Annual Conference bringing together over 400 representatives of recreational organizations from industry throughout the continental United States, Hawaii and Canada. We are proud that the Oakland Industrial Recreation Association, in cooperation with the Parks and Recreation Department of the City of Oakland, is a member of this national association.

Greater participation in sports and better use of available recreation facilities and leisure time is the theme being heralded throughout the country today. Planned activities by industry for the enjoyment of the employee and the employee's family is geared to create "Partners in Progress" through industrial recreation.

We hope your schedule will permit time to visit some of the points of interest in our community, such as the Oakland-Alameda County Coliseum Complex, Jack London Square and Lake Merritt with its boating activities.

We offer best wishes for a successful meeting; and please return soon.

Sincerely,
John H. Reading
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Company stores

(continued from page 17)

merchandise. And we subsidize sports programs, cultural affairs and educational programs.

R / M: What size is there to your present or planned facility?

Wood: About 500 square feet.

Sjurseth: Approximately 1500 square feet.

Archibald: Our new facilities will cover 16 trailers, or about 8,000 square feet.

Locke: We have just a counter in our office itself, but also have a display case in the lobby.

Meyer: Most of our stores are about the same size, about 30 by 40 or 1200 square feet. This is for the nine U.S. stores, although we also have stores overseas.

Byers: The store in each outlet will be only as large as the personnel department or plant manager want it to be, and as large as space will provide. Some of our plants would like to have a store, but they have no room. The store here is about 40 feet by 40 feet and we have a warehouse of about five bays besides. We have 44 stores in all.

R / M: How about your staff, sales and otherwise?

Meyer: Two in sales, myself as manager and a chief accountant.

Locke: My assistant and I handle sales full time in the office. We also have two students helping part-time—it would be impossible for the two of us to do it all alone.

Skadow: We have about 10 people working full time.

Wood: The recreation coordinator managed the store before, but now there is one girl to manage, also a staff of five, all salaried.

Sjurseth: Sixteen bodies full time including a purchasing agent, merchandising manager, head stock or receiving personnel and assistants, store manager and sales staff.

Byers: We have four people working in this store right now, but some stores have sales areas where company retirees or auxiliaries are in charge of selling. These auxiliaries take a percentage of the sales, as hospital auxiliaries do, and they have no labor costs.

R / M: How long has the store(s) been in operation?

Wood: About 18 months.

Skadow: The store began during World War II as a sort of PX operation; about 32 years.

Archibald: 20 to 25 years.

Meyer: Chicago's main store has been in operation the longest, six years; the others are one year or less.

Sjurseth: In 1959 they had a little cubbyhole where they sold things at Christmas and special events; around '60 or so they had the store full time when I came and remodeled and expanded it.

Conterno: Some form of discount merchandise sales has been going on here for about 25 years, although it hasn't always been in a store situation.

R / M: What are your hours of operation daily? When is traffic highest?

Meyer: 9:00 a.m. to 4:45 p.m. with most traffic at lunch and the breaks.

Locke: Since our store is right in the recreation office, it is open continuously from 8:00 a.m. to 4:30 p.m. People come in at lunch-time and breaks, so we have trouble taking breaks ourselves.

Skadow: We're open only
(continued on page 42)

BOOTH 130

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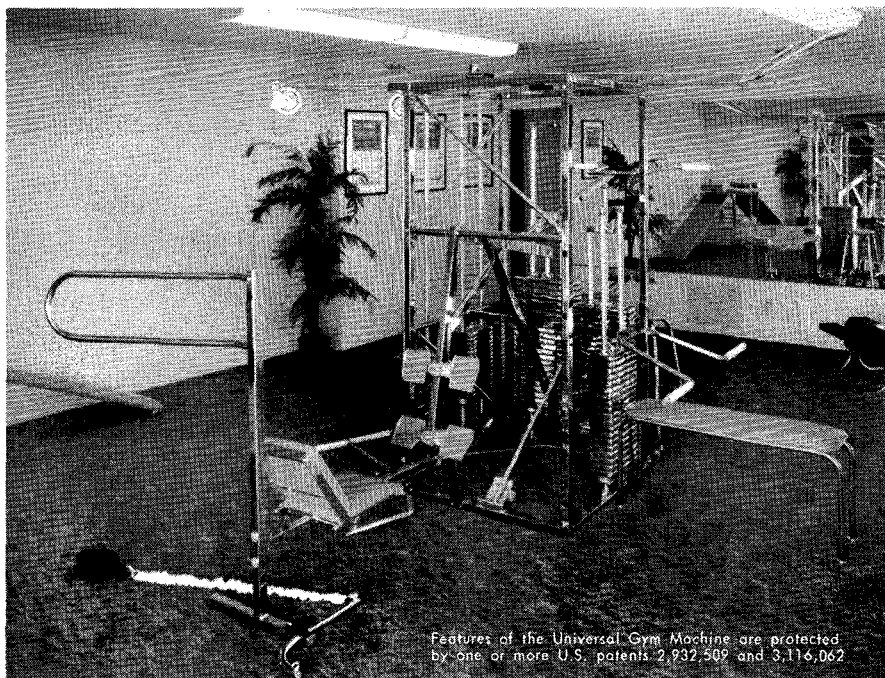
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Company stores

(continued from page 40)

during lunch periods, 11:00 a.m. to 1:15 p.m. and some afternoons a week.

Archibald: 8:30 a.m. to 5:30 p.m. Monday through Friday and 9:00 a.m. to 1:30 p.m. Saturday. Most people come in at lunch and after work, since most get out at 4:42 p.m.

Conterno: Ours would have to continue into 6:00 or 7:00 p.m. in order to pick up the day-shift people and then I suppose there would be special hours for holidays.

R / M: How important is the question of store location to you?

Conterno: In planning our facility, we would build it in conjunction with existing club facilities, since it's a little easier to control that way and people are used to coming here already. This would be to the club's advantage.

Wood: Our store is located right next to the auditorium on the first floor of the building.

Locke: We're right next door

to the vending cafeteria. Although the company is spread out over 100 acres, our office is in a building that is quite centrally located and two blocks from the main cafeteria. There are a lot of people by here all day long.

Archibald: One of the biggest attractions for employees to the store is the convenience; the new location will be right at the corner of an engineering complex.

Meyer: All of our stores are pretty much on 'State and Madison' in high traffic areas.

R / M: What problems, if any, do you have with storage facilities?

Archibald: The store here is one of four for the company on the west coast, and these four are at the most only 37 miles apart. The four store managers have a central buying system and share a warehouse.

Locke: Storage is a big problem here because we have other office stuff to store, too. Another pitfall is that we have to lock everything up at night. We seem to always be low man on the totem pole when it comes to getting storage space.

Sjurseth: It's very rough for us to get storage space. We have to work through the department, and they may give us space one day and take it away the next. We do rent storage space outside also. That is where we keep outside shipments that cannot go into stock right away.

R / M: What are your policies in regard to cash versus credit?

Meyer: We operate on cash-only sales; payroll won't change its policy on charging.

Sjurseth: We're on strictly cash now. We considered payroll deduction, but the idea was shot down by the board about two years ago. The argument then was that it would discriminate against members who did not have good credit. I plan to put the idea up to the board again in the near future.

Wood: Our store is strictly on a cash and carry basis; on certain items we require half of the price down at time of purchase and the other half at pick up. We make the store self-supporting this way, with our small inventory of only \$8,000 to \$9,000.

Locke: This question is something that has a lot to do

with the size of the organization and its facilities. I wouldn't be in favor of a credit set-up. We are strictly cash and carry; we won't even hold things for people any longer, since we had so many bad experiences. We won't cash checks for people or make large amounts of change, but we will take personal checks for merchandise. We wouldn't want to get into payroll deduction—it gets kind of complicated.

Mendoza: The recreation department needs to use the company's computer facilities for the payroll deduction system. This was a primary stumbling block, but you can't really get any volume without this credit operation. You'll find yourself using the recreation department funds to establish the system otherwise.

Byers: Credit is extended only to departments, for instance, our PR department wants to buy glassware to give away to people; we take a 'green slip' on it the same as cash. No credit to individuals.

Archibald: The company actually takes little risk on our charge process. It is based on the fact that no employee can leave the company owing money. The amount charged will always be less than a two-week paycheck. Our charge limits are \$150 for the first 12 months of employment, \$225 for the second year, \$300 for the third and \$400 for anything beyond (the maximum for any employee). Payments can be made in cash at purchase time, charged on a no-interest basis deducted from paychecks or paid by cash weekly. Under this system the write-off for operating the business is much lower than most operations. Also, in California it is difficult for divorcees to get credit, but not here.

Conterno: I think our discussions so far are towards cash and carry. I have had experiences with payroll deduction programs and would lean to that, though. We'd have to use the company computers, which we do now in part, but I think we could work with the company on this because I feel it does have some real merit.

R / M: This leads into the problems of bookkeeping. How do you handle that?

Locke: We have had problems with this. We used to have an

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accounting firm doing it, but it got to be too expensive, so now my assistant does it and the company's accounting department helps. It was only about a year ago that we got a cash register, a used one. Before that we were much less formal, out of 'little boxes' like some other small stores.

Meyer: Yes, only three of our nine stores have registers so far, and three others are getting them shortly.

Sjurseth: We run all the bookkeeping through our own accounting department.

R / M: What about taxes and licenses, etc.?

Meyer: We have a special tax number for each state where stores are located.

Locke: We have the same kind of tax number, but we don't use it all the time. We still have to pay taxes on some stuff we buy. We try to stay away from getting that deep into it; for instance, we keep prices at even numbers as much as possible. (The \$2.50 we charge includes tax so we don't bother with pennies.)

Archibald: We must pay the

state sales tax, of course, but our licenses are covered by the vending operations.

Conterno: We already have a tax number with the IRS so that would apply; we would have to get licenses through the club organization.

R/M: What is the range of items that the store handles?

Archibald: Housewares, cards, small and large appliances, clothing, jewelry, sporting goods, luggage, etc. Our two 'kickers' here are that we carry only top line, first quality stuff and that it is all brand name merchandise.

Meyer: We sell Motorola products in particular, although the recreation fund receives none of the profit from it; all profits on Motorola products goes to our consumer products division. We stock probably 500 different items a year, from jewelry on up through appliances, candy and nuts, stuffed animals and toys, bicycles, sunglasses, cameras and film. It is all discounted name brand merchandise.

Locke: Most of our items

are jewelry, commemoratives honoring space flights, and so forth. These are exclusively sold here, but not necessarily to employees only. We also get some deals from outside on special discount items.

Skadow: Almost any kind of company equipment, drugs, candies, jewelry, other necessities with a fast turnover.

Wood: Cameras and film, appliances, dishes, raincoats, even automobiles (through a special buyer's guide catalog).

Mendoza: We would sell just about everything that had a direct relationship to recreation. I would question things like refrigerators, but electronic gadgets like radios and tape recorders are a prime area we'd like to get into.

Conterno: We now handle close-outs and discount stuff which is small and doesn't require much storage space. We distribute these to our branches for re-sale, things like athletic apparel, candy, cameras, jewelry, Christmas cards, desk model airplanes, small appliances (through the catalog); we would like to handle more in the

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automotive care line as well as larger appliances.

Sjurseth: Most of these same things, including our catalog sales; the only thing exclusive here would be a cigarette lighter with the Department of State seal on it, that sort of thing. Our main criterion is quality name brand goods.

Byers: All of our stores carry company products (glassware and toys), as well as company customer products. For example, Owens-Illinois makes drinking glasses and also makes ketchup bottles. There would be little market for empty ketchup bottles in our stores, but if we filled them with ketchup and sold them, that would be one of our customer's items in our bottle. Another case would be of Fiberglass making only the fiberglass yarn; it takes another company, a mill, to make the drapes or cloth of it, so they sell to their employees their customer's product which has their product in it, at a discount.

We also handle a great deal of 'loyalty' items, which are items made by outside manufacturers

with the individual sales outlet's company name on it. These are articles such as golf balls with the insignia of the club or company on it rather than the name of the golf ball or a jersey with the recreation club's emblem on it. These we can sell because they bear our name, even though there are many stores that cannot sell anything but its own product.

R/M: Some of you mentioned a catalog ordering service. Do you others use this medium of sales?

Meyer: We have no catalog sales.

Wood: Our service is what covers most of our sales; the customer chooses from the catalog, we call the jobber and it is delivered. If we don't have it and it is 'gettable', we get it for them.

Sjurseth: Our catalog sales are only a small percentage of our total sales, maybe \$36,000 against a \$1 million total.

Byers: If the employees want something else, we put out what we call an Employee Services Wallet-Sized Referral where

merchants who want to sell us merchandise at lower cost are listed there, and we have over 100 of them listed, but we don't have the merchandise ourselves.

R/M: Do you use any promotional methods outside the store to encourage sales?

Skadow: Occasionally, yes, we have specials for the employees. We have large sidewalk sales twice a year, usually in warm weather.

Meyer: We often include a sale sheet on some special purchase or line to the employees in the company newspaper.

Locke: Besides our large and interesting display case in the lobby outside our office, we also post price lists on the items we have available on bulletin boards.

R/M: I think some examples of your discount and/or profit figures might be helpful here.

Archibald: Our profit varies from item to item. There are some 'fair trade' items that cannot be under-cut in price, so those are excepted.

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Meyer: We are quite variable on profit, too, from 5 to 15 percent and discounts range from 25 to 75 percent of retail.

Locke: From outside items we try not to tack on too much, because that kind of thing, we think, kills the whole idea. Maybe we will add 50c to \$1 on an item, very rarely \$2 or above. It's kind of a hit-and-miss proposition; in one case, for instance, auditing showed that we weren't charging enough for one item and we ended up losing money instead of making it. But to balance this, we did a lot of people good just by selling it. We sell one item here for \$30 that might cost about \$50 outside, but this is something that may be removed from our stock since it is merely a 'convenience' item and considered by some not suitable for our operation.

Wood: Most of our merchandise, as a rule, has a 10 to 15 percent markup.

Sjurseth: All I can say is that we discount at a terrific savings to our members. There is a problem with certain manufacturers who do not want it known that we discount. They are afraid of that 'fair trade' article, but because we sell to our embassies overseas they let us discount but don't want it advertised. (An average item in the USIA catalog would be approximately 30 to 35 percent less than 'list price'.—Ed.)

Conterno: I would almost have to take it on an item by item basis. We do that now, in fact, even on the small volume we're representing. Some items you mark up 5 percent, some 10 percent and some 20 percent depending on the type of purchase we get. In all cases, however, we would always remain competitive with the prices outside. We don't even intend to go into the business unless we are ready to offer a good discount to the employee, but I don't think you can set a standard.

Byers: We mark up 10 percent and the employee gets the product at 50 percent of the retail price, or half off.

R/M: This problem of purchasing, how is it handled in each of your operations?

Meyer: In general, we work with individual suppliers or sales representatives, although sometimes straight from the manufacturer. We do a very few

orders through wholesale specialists. There is very little risk on the money end; most of the stuff is guaranteed sale.

Locke: People keep coming in with things for us to get. We have turned many things down as far as their being too hard to handle, but if it is an item that we are the main or only supplier for these people, it has to end up in the store. As an example, we have on sale a set of 20 slides of pictures from Mars. Now, people cannot get this item anywhere else, so it is a natural for us to sell. But then we had a guy come in with a similar item, posters of scenes from the Appollo 11 moon landing. He wanted to sell us 3,000 of them, though. Besides not being sure we could sell that many, posters are a hard item to handle. My general rule is to take it slow and easy: don't go after too wide a variety at first. Here, most of the responsibility on whether or not to sell a certain item is mine, and I consider each

item a while before accepting it.

Conterno: We are examining another method of purchase in the light of being able to 'hold hands' with the company instead of be separate from it. This is through the company's procurement offices. With the size of organization that they have, they would have quite a cross-section of merchandise to purchase, and we could 'tag-on' to their purchase contract. If they are buying tires for their fleet, we would negotiate alongside the company and have the same merchandise at a price to re-sell to our members much below what they would pay outside. This would apply to a variety of merchandise. This could be done in conjunction with the store or separately. I don't know if anyone else has explored the possibility, but it definitely is worth investigating.

Sjurseth: We sometimes obtain items to stock in the store strictly from employee sug-

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gestion, in fact, that is where most of our purchasing ideas come from. The clerks maintain a want list and add the suggestions to it. Then it is up to the committee running the store whether we get it or not, whether it's feasible. The criteria here are based on general acceptance basically.

R / M: As a close to this discussion, would any of you have some words of advice for those directors just planning a company store?

Skadow: The biggest philosophy of the whole situation for us has been the get-togetherness of it as a corporation. I always have felt that when an employee runs an operation by himself or as a team, he puts more individual time and attention into it, rather than if it were run completely by the company. That's why we call ours an employee store.

Sjurseth: The first word is Service. Think of service to your members first. We bend over backwards for them. I mean, we take clothes back when they have already been worn. You

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have to have their good will and serve them and bend over backwards, even when you're right

and the member is wrong. It's the only way to make the most of your service.

Meyer: Be cautious about correct accounting procedure before you even set up. Check proper storage and sales space and the physical facility available. You certainly need to have the backing of top management. You can't be afraid of new adventure or of working more than eight hours a day. We started with just candy and nuts at holidays, and it built up so that we were doing \$75,000 worth of just those items.

Locke: Yes, it just gets bigger and bigger and pretty soon it's almost too much to handle. These should be words of warning to small but enterprising outfits, because it is surprising how fast it can spread.

Mendoza: I think this question reflects the necessity for the recreation people (where the recreation department and management are 'divorced' on many activities) to get together to plan and implement some programs.

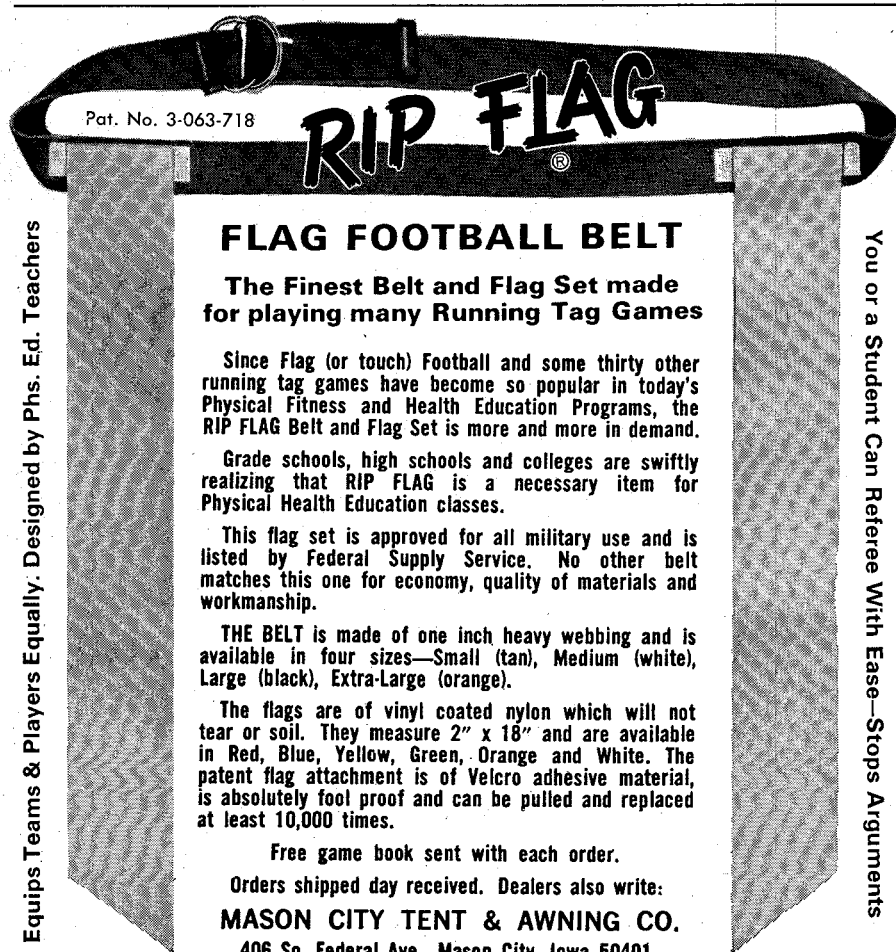
Conterno: I don't think you can go into this kind of business without problems. One that every merchandising situation has is one of theft. The design and traffic flow is extremely important to help combat that type of thing. It's going to be there, you have to consider that, and theft is one of the things that can make you sink or swim. Merchandising itself—it is very important that you have management well chosen, someone very knowledgeable in merchandising and display as you would with any business. It has to be operated as a business. You can't think of it as just an annex to the recreation club; it has to be considered a separate business to succeed.

As part of a summary of the ideas covered by our company store panelists, the following is a list of objectives of company store objectives. The list was obtained from a periodic survey, entitled Discount Privileges for Employees—A Study in Personnel Policies, done by the National Industrial Conference Board (no affiliation with NIRA).

1) to save money for the employees

2) to improve employee morale

3) to increase employee (continued on next page)



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The Finest Belt and Flag Set made for playing many Running Tag Games

Since Flag (or touch) Football and some thirty other running tag games have become so popular in today's Physical Fitness and Health Education Programs, the RIP FLAG Belt and Flag Set is more and more in demand.

Grade schools, high schools and colleges are swiftly realizing that RIP FLAG is a necessary item for Physical Health Education classes.

This flag set is approved for all military use and is listed by Federal Supply Service. No other belt matches this one for economy, quality of materials and workmanship.

THE BELT is made of one inch heavy webbing and is available in four sizes—Small (tan), Medium (white), Large (black), Extra-Large (orange).

The flags are of vinyl coated nylon which will not tear or soil. They measure 2" x 18" and are available in Red, Blue, Yellow, Green, Orange and White. The patent flag attachment is of Velcro adhesive material, is absolutely fool proof and can be pulled and replaced at least 10,000 times.

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You or a Student Can Referee With Ease—Stops Arguments

The Economic Impact of Travel

Market Size

- * Americans are spending \$55 billion annually on travel within their own country. This is about one-half of their total dollar outlay for all leisure time activities.
- * An estimated 16.5 million Americans (or about 8 percent of the nation's population) are away from home on business or pleasure on the average day.
- * About 9 percent of the nation's retail business on an average day comes from the transient tourist market.
- * Some 16 percent of the U. S. Gross National Product is attributable to travel.
- * Over 8.75 million people are now employed in the U.S. travel industry. About 400,000 of these people are employed in catering to the needs of foreign tourists.
- * The number of foreign travelers to the United States during 1971 totaled 13,767,006. Of this number, 2,496,423 were from overseas; 1,170,583 from Mexico and 10,000,000 from Canada.
- * Latest figures (1970) on expenditures by tourists here and

abroad: Foreign visitors spent \$2.5 billion in the U.S., while 6 million U.S. citizens spent \$6.5 billion on travel outside the country—U.S. deficit—\$4 billion.

- * In 1968, average tax receipts per state from out-of-state travelers was \$88.4 million.
- * Nationally, the amount of gasoline taxes collected every hour is \$1,000,000.

Market characteristics

- * 86 percent of all U.S. travellers use the automobile as their means of travel and, of all trips (business and pleasure), only 16 percent are for business reasons.
- * 49 percent of all adult Americans have now flown on a regularly scheduled airline. Nine years ago, only 33 percent had flown.
- * 75 percent of the U.S. population is involved in some form of outdoor recreation.
- * Americans seeking outdoor recreation generate a market for goods and services estimated at \$20 billion annually.
- * At least \$105 billion is spent in the U.S. each year on travel,

recreation and leisure products and services.

- * Over 4 million recreational vehicles are currently in use in the United States. And there are 2.6 million guest rooms in the nation's hotels and motels.
- * Americans spend some 2.5 billion nights away from home each year.
- * About 45 percent of all U.S. citizens do not travel more than 100 miles from home during the year.
- * Of the 55 percent who do travel some time during the year, the average traveler takes 1.7 trips, is gone about 14.6 nights, and travels about 2,890 miles.
- * The average number of people travelling together on these trips is two. They are from the same household. They are out of town 8.6 person-nights and travel 1,703 person-miles.

Market projections

- * Foreign travel to the U.S. in 1972: 14.7 million arrivals who will spend \$3.2 billion.
- * Domestic travel is expected to grow to about \$83 billion by 1976, the end of the American Revolution Bicentennial year.

Company stores

(continued from last page)

knowledge of company products

4) to increase sales to others who may be influenced by the employee's use of them

5) to discourage possible pilfering of company products

6) to aid in recruitment

7) to meet a benefit provided by a competitor company

8) to increase volume of sales to employees

9) to make shopping more convenient to employees

10) to supplement wage or salary benefits indirectly

11) to reward long service

12) to provide outlets for imperfect goods

13) to meet union demands

14) to reduce absenteeism

These objectives were reached after surveying 87 firms and

manufacturers of all sizes across the country.

Items 1) and 2) have been explained by the panel, and this savings motive seems to be the primary reason listed for most store's existence (and supposedly the most altruistic for management to accept). As an explanation for item 3), one panelist generalized that a company's own employees can often be its largest consumer group; this is in itself one good reason for management acceptance of the store idea, paired with item 8).

Items 9) and 14) are linked in that whatever the employee can purchase at or close to his place of work, he need not spend the company's time and money to buy elsewhere. Some stores, as a supplement to this philosophy, offer services in license plate purchase, book-mobile or traveling x-ray unit, for example, to further save time.

None of the panelists in-

terviewed, or any other source contacted for this article, admitted that items 6, 7, 12 and 13 were applicable to their operation.

The general impression from those on the panel appears to be that company/employee stores can be a valuable medium for recreation program funding and overall company image-building with employees. Whether the benefits provided outweigh the problems and side-effects which result is each individual personnel manager or recreation club director's consideration. No one can deny, however, that the company store operation is a growing and important segment of the non-athletic programs and facilities a recreation association might look into.

Next issue: The pros and cons of vending operations.



nira news

tendance and punctuality" and "to serve as a sounding board for ineffective supervision".

A total of 25 recreation program objectives were rated by the judges.

Park District Special Olympics



With the coming of spring, the Chicago Park District sounds a call for the annual 1972 Special Olympics, a highly successful and well-received athletic program for young mentally retarded people.

Highlighting the announcement, made by Mayor Richard J. Daley (second from left), were former Special Olympics gold medal winners David Hodge, 19 (far left) and Lorna Jean Hall, 14 (far right).

Daniel J. Shannon, president of the Chicago Park District board of commissioners (second from right), stated that there would be trials in the '72 games in Grant Park, Chicago, and at Carbondale, Ill. in late May with the winners advancing to the national games in Los Angeles in August.

Regional Golf Sites Named

Following are the sites and dates for some of the Regional Golf Tournaments this season:

Region 2—Hamilton Ohio (Co-host: Champion Papers), August 12 and 13.

Region 3—Purdue University, Lafayette, In. (Co-host: Eli Lilly & Co.), August 12 and 13.

Region 7—Las Vegas, Nv. (Co-host: Motorola, Inc.), September 16 and 17.

Sites and dates for Regions 1, 4, 5, 6 and 8 have not been confirmed.

Names 1972-73 Candidates

Martha Daniell, Chairman of the Nominations Committee for 1972-73 elections, has named the following candidates in their respective categories.

President Elect—Ed Bruno, 3M Company; Bill DeCarlo, Xerox Corporation.

Vice President of Public Relations—Art Conrad, Flick-Reedy Corporation; Ed Meith, Eli Lilly & Company.

Vice President of Finance—Howard Bunch, First National Bank of Denver; Joe Schranck, E. I. duPont de Nemours & Company.

All company members of NIRA may vote in these elections, to be held at the Annual Business meeting and Election of Officers, Saturday, June 17 at the Oakland Conference.

NIRA Photo Contest Update



"Recreation in America", the theme of NIRA's Candid Camera Photo Contest this year, will, we hope, stimulate many NIRA company member employees to

get out there and capture on film all your spring and summer activities.

The contest will be open to entrants all the way until December 31, 1972, but this is the season most likely to prompt photo ideas.

Contest rules and entry information have been mailed to members recently. NIRA Administrative Assistant Bert Knitter reports much difficulty with the mail service, and advises any member not in receipt of this brochure to notify him immediately. He will then supply you with the appropriate information.

Cameras and other prizes will be awarded winners. Contest coordinator is the Eastman Kodak Co., KPA.

Owens-Illinois, Inc. Charts Objectives

A recent survey completed by 180 judges from a wide range of employees and management, reveals that personal contact among employees is rated highest as a program goal.

Also high in importance according to those surveyed were objectives of "to improve employee attitude toward the Company", "to increase company prestige in the community" and "to foster employee interest in Company affairs and progress".

In the middle range—those objectives rated "of some importance"—were "to give employees better understanding of their supervisors" (and vice versa), "to identify leadership potential", "to improve the health and physical fitness of employees" and "to reduce the number of job grievances".

Those items at the bottom of the importance rating system included "to improve job at-

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NIRA logos and insignia on your recreation club flyers and correspondence can add that extra bit of professionalism to your organization's publicity efforts.

Here are some ways the logos are currently being used. If you would like some for your own use, let the national office know.

Nottingham Fair at Nationwide



A most unusual event, Nottingham Fair, will be held June 10 for Nationwidens at the Columbus, O. headquarters. The 16th to 18th century English exposition will take place in a park, which will be transformed into a medieval countryside dotted with brightly colored tents and appropriately costumed people.

Fair planners expect between 3,000 and 4,000 people at the largest, most elaborate Activities-sponsored event to date.

Festivities include an ox-roast (really beef) dinner, four tents containing 23 exhibits of

TRANSITION



Edward J. Gaydosh

RETIRED: Edward J. Gaydosh, "Mr. Chase Club", as executive secretary and recreation supervisor of the Chase Manhattan Club. In his nine years at Chase, Gaydosh increased club membership by 6,000 and inaugurated many new activities. He was with the bank a total of 40 years and will remain a member of the Industrial Recreation Directors Association of New York.



William A. Lee (left) and Daniel J. Shannon.

ELECTED: Daniel J. Shannon was reelected president and William A. Lee was elected vice-president of the Chicago Park District by the district's board of commissioners.

Lee fills the vacancy left by the Jan. 13 death of Joseph L. Gill. He has been president of the Chicago Federation of Labor and Industrial Union Council since 1946. He is an officer or board member of many civic and charitable organizations.

Shannon became a park commissioner having been recommended by Mayor Richard J. Daley and approved by the City Council in July 1967. He was elected vice president the following month and president in May 1969. He has been reelected annually since.

DIED: Lawrence Benjamin, director of recreation for Rockefeller Center, Inc. on May 7. Benjamin had been in the position since 1951, and was a member of the Industrial Recreation Directors of New York as well as NIRA.

medieval crafts, a flea market, one act plays and games and contests.

Rifle - Pistol Awards Announced

John Grubar of the National Rifle Association has announced the winners of this year's NRA-NIRA co-sponsored Rifle and Pistol Tournaments.

Rifle Team Winners, .22 Caliber: No. 1—Ford Motor Company, Dearborn, Mi., 765; No. 2—3M Company, St. Paul, Mn., 757; No. 3—Puget Sound Naval Shipyard, Bremerton, Wa., 752.

Individual Rifle Winners, .22 Caliber: No. 1—Norman E. Goelzer, Ford Motor Company, 199; No. 2—T. Y. Wu, Ford Motor Company, 197; No. 3—Norman J. Dauerer, IBM Corporation, Hopewell Junction, N. Y., 197.

Pistol Team Winners, .22 Caliber: No. 1—Grumman Aerospace, Bethpage, N. Y., 751; No. 2—Lockheed Missiles and Space Company, Sunnyvale, Ca., 734; No. 3—IBM Corporation, Poughkeepsie, N. Y., 730.

Individual Pistol Winners, .22 Caliber: No. 1—H. Grady Edwards, NASA, MSFC, Al., 197; No. 2—Archie Caple, Northwest Airlines, St. Paul, Mn., 194; No. 3—Alfred Berka, Grumman Aerospace, 194.

10 Meter Rifle Team Winners: No. 1 Ford Motor Company, 665.

10 Meter Individual Rifle Winners: No. 1—Norman J. Dauerer, IBM Corporation, 182; No. 2—T. Y. Wu, Ford Motor Company, 182; No. 3—Donald A. Drexler, Xerox Corporation, Rochester, N. Y., 180.

10 Meter Pistol Team Winner: Lockheed Missiles and Space Company, 723.

10 Meter Individual Pistol Winners: No. 1—Robert Hall, Lockheed Missiles and Space Company, 187; No. 2—Joseph G. Burke, Jr., IBM Corporation, 182; No. 3—R. G. Masteller, Sandia Laboratories, Albu-

(continued on next page)

querque, N. M., 178.

Grubar reports that three of these—Ford Motor Company in the .22 Caliber Rifle, Grumman Aerospace in the .22 Pistol Team and H. Grady Edwards in the .22 Caliber Individual Pistol—are repeat winners from last year.

Both Grumman and Edwards have won their respective awards for the fourth consecutive year. "It's quite a feat," he says.

Entries were 618 individuals and 112 teams this year. Trophies will be presented to winners at the June 17 NIRA Awards Luncheon at this year's Conference.

Conference and Exhibit Event Co-Hosts Named

Several meals and presentations at the June 15-18 Conference and Exhibit will be Co-Hosted with NIRA by some of its Associate Members.

The Opening Banquet on the evening of Thursday, June 15 will be co-hosted by United Air Lines. United is the NIRA official air carrier for the Conference and post-Conference tour to Hawaii. To highlight this event, United has set "The Spirit of Aloha" as the dinner theme, and, to complement this, has scheduled entertainment from Hawaii to be flown in as part of the all-Hawaiian food and drink. The dinner speaker will be Dr. George J. Kidera, Medical Director of United, who will speak on "How to Succeed in Business Without Really Dying".

NIRA and all the 1972 Conference Exhibits are co-hosting the Hospitality Party at the Grand Opening of Exhibits on Friday, June 16. Cocktails, hors d'oeuvres and merchandise drawings will be featured and entertainment is planned.

Holiday Inns, Inc. will be the co-host for the Sunday champagne breakfast, "A Visit with Holiday Inns Around the World".

The NIRA Awards Luncheon on Saturday, June 17 will be co-hosted by the Hilton Hotels

Corporation and will take place at the Hilton Hotel a few blocks from the Conference site. Hilton will arrange transportation and the meal. The speaker will be Dr. Robert T. Bronzan, Professor of Physical Education and Athletics, California State University, San Jose, and consultant to the 3M Company. His topic will be "The Future of Industrial Recreation".

The Saturday evening Hospitality Party will be co-hosted by the Buena Park Chamber of Commerce and Convention and Visitors Bureau and the Buena Park (California) Holiday Inn.

Sunday evening's closing banquet co-hosts will be the Jamaica Tourist Board, Air Jamaica and the Sheraton Kingston Hotel.

It can readily be seen that this number and variety of event sponsors is evidence of a trend noted in a recent article in **Sales Meetings** magazine. The trend these days at conventions and conferences, the article says, is towards more programmed group events and sponsorship,

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ANY OTHER TYPE OF
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For free literature and additional information on the many facets of the Congress, visit John Hilbert in booth 127 at the NIRA National Conference and Exhibit in Oakland.

and less of the old-style separate hospitality suites. The new practice pays greater dividends for convention management, the hospitality sponsor and the attendee as well.

RM WELCOMES NEW MEMBERS

R/M Welcomes the following new NIRA members:

Company category—
Questor Corp., Toledo, Oh. and Quaker Oats Co., Chicago, Il.

Associate category—
Lowe's Hotels, N.Y., N.Y.; Sea World, San Diego, Ca.; Trust House Forte Hotels, Inc., N.Y., N.Y.; Medimetrics, Inc., Huntington Beach, Ca. and Crystal City Marriott Hotel, Arlington, Va.

Individual category—
Jory Heller, Chicago, Il. Fred Hanosky, Tarentum, Pa.

Student category—
Donevon Smith, Westminster, Ca. and Susan Kamykowski, Chicago, Il.

Promotional Awards Entries on Display

All entries to NIRA's 1972 Promotional Awards Contest will be on display at this June's Conference and Exhibition in Oakland. At the Conference, Mel Byers of Owens-Illinois, Inc. will announce the winners for each of the three categories.



United Savings—Helms Awards Announced

The National Industrial Recreation Association, through the United Savings—Helms Foundation, is honoring the following outstanding industrial recreation overall programs for

1971:

Less than 1,000 employees category—Sun Oil Company, Toledo, Oh., Joseph R. Scalzo, Recreation Director.

1,001 to 5,000 employees category—Foster Grant Company, Leominster, Ma., Zarmair Shepherd, Recreation Director.

5,001 to 10,000 employees category—Dominion Foundries and Steel, Ltd., Hamilton, Canada, A. Murray Dick, Recreation Director.

Over 10,000 employees category—Texins Association of Texas Instruments, Inc., Dallas, Tx., Clark W. Fishel, General Manager.

The overall winner selected from the category winners was Dominion Foundries and Steel, Ltd.

Awards will be presented at the NIRA Awards Luncheon, Saturday, June 17, at the Conference.

NIRA "Excellence" Awards Announced

The National Industrial Recreation Association honors individual activities within recreation programs at the following member companies for 1971:

Company	Activity
Armco Steel Corp.	Square Dance Club
First National Bank of Denver	Men's & Women's Bowling
Flick-Reedy Corp.	Children's Day Program
Flick-Reedy Corp.	Picnic Program
Kodak Park Athletic Association	Junior Programs
Eli Lilly & Co.	Men's Softball
McDonnell-Douglas Astronautics	Tennis Club
Moraine Valley Community College	Community Relations
Owens-Illinois, Inc.	Club International
Salt River Project	Youth Sports Program
Sundstrand Aviation Corp.	Squash Program
Foster Grant Co.	Family Activities



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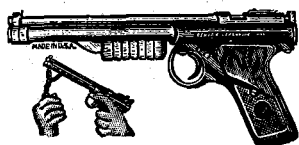
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Available in BB or 177 or 22. See your Sporting Goods Supplier, or Write Factory for Catalog and Prices today!

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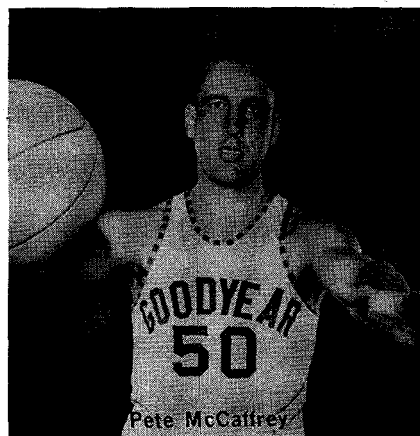
(continued from page 19)

Larry Brown, a 5-11 guard from the University of North Carolina; and J. P. (Pete) McCaffrey, a 6-7 center from St. Louis University. Goodyear coach Hank Vaughn was selected as an assistant coach of the U. S. Olympic team.

In 1968, Vaughn was again selected as an assistant coach and two more members of the Goodyear team, Calvin Fowler, a 6-1 guard from St. Francis College, and James King, a 6-7 forward and defensive specialist from Oklahoma State University, won Olympic team spots as players.

Rounding out Goodyear's Olympic "family" are Tom Black, a 6-11 center from South Dakota State University, who was named an alternate for the 1968 basketball team, and C. E. (Chuck) Bloedorn, director of recreation, who has served on the Olympic basketball player selection committee since 1964 and is chairman of the committee for the 1972 summer games in Munich.

During its years of sponsoring a company basketball team, Goodyear maintained that good athletes make good businessmen, and records estab-



Pete McCaffrey

lished by Olympic Gold Medal winners have proven the point.

Jenkins, an attorney, is chief legal counsel for Goodyear International Corporation. Davies is production manager at Goodyear's ultra-modern tire manufacturing plant at Union City, Tenn. McCaffrey is manager of communications research in the company's business research and corporate planning department. King supervises a

warehouse and distribution terminal in Detroit.

Brown, Fowler and Black left Goodyear to play professional basketball.

With big-time industrial basketball a thing of the past, the possibility of Goodyear producing more Olympic team members has diminished, but the company continues to support amateur athletics through its recreation program and special events—and lends a hand to the Olympic program whenever it can.

Goodyear won this winter's Big Four tournament by beating Goodrich in the finals. ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Young man with B.S. degree seeking position in one of the levels of industrial recreation. Eight years as physical education instructor and intramural director, three years working experience with a gymnastic and physical fitness organization. Available immediately. Box 253 - RECREATION MANAGEMENT.

Young man with B. S. degree in recreation seeking job as industrial recreation director. Experienced in programming and supervision. Will relocate. Available immediately. Box 254- RECREATION MANAGEMENT.

POSITION OPEN, Industrial recreation assistant to be responsible for scheduling of activities, vending, special events, tournaments, assisting the director as needed with administrative responsibilities. B.A. in recreation or related field. Position now open. \$9360/year to start. Apply box P.O. 1 - R/M.

INDIANAPOLIS "500"

Site of the 1973 NIRA
National Conference

May 18-22



New development in horseshoe pit upkeep

Spring is the time of year for general maintenance—right?

Wrong.

Here's a way to relieve that sinking feeling you get every time you first look at what winter has done to your horseshoe facilities.

The use of ethylene glycol (permanent anti-freeze) as a

wetting agent for horseshoe courts has been tested by the Kodak Park Athletic Association.

The results were excellent; the courts were playable day after day without any spading or watering. The courts were examined in February and were found to be useable even in 20 degree weather.

The use of ethylene glycol was suggested by an employee in Kodak's Research Division. Many chemicals were considered and the ethylene glycol was selected for the following properties:

1. universal availability
2. economical
3. absence of toxicity
4. absence of greasiness
5. miscibility with water (ease of hand washing)
6. high diffusion rate through the clay
7. stability

Ethylene glycol costs approximately \$1.90 per gallon,

less if bought in 50-gallon quantities. A total of three to four gallons is needed to treat each court. This application is done slowly to gradually replace the water already in the clay.

Two things are necessary to convert to using the ethylene glycol:

1. A retainer of some type to keep the glycol from leeching into the ground. (Kodak uses an extruded plastic form under the courts.)

2. A cover to keep water off when not in use.

The use of the glycol will almost eliminate the need for watering and turning over the clay once the proper mixture is reached. The real die-hard horseshoe player appreciates the fact that the courts are useable even in cold weather.

This research was carried out under the leadership of C. James Moyer, President of NIRA and executive secretary of the KPAA.

It pays to advertise in Recreation Management

TAKE A HERTZ BREAK AT THE NIRA CONVENTION

San Francisco is a fabulous city. Especially with a Hertz Ford or other good car to see it all.

And with special Hertz services that let you really take advantage of the Bay area.

It begins with friendly and helpful personalized service at the counter. And then....

FREE TRAVEL AIDS

We'll provide detailed maps and travel guides to help you get around town. Plus our specialized "Survival Guide" to San Francisco. It's packed full of helpful information to make your stay more convenient and a lot more enjoyable.

FREE RENTER BONUS PLAN

This discount arrangement lets you save at a number of hotels, restaurants and attractions in the S.F. area. So you might even want to spend a few care-free days in S.F. before the convention.

CAR'N CASSETTE

They tell and take you on a scenic and informative discovery of California. There's one for the Bay area, and a total of 14 in all!

FREE DINING BONUS

Lets you and a companion dine for the price of one. You get one meal free when you purchase a meal of equal value at the same time. And the Dining

Bonus is valid for 10 days from the date of the rental, and in any part of the country. So you can use it at specified Dining Bonus restaurants in S.F., or save it for the post-convention festivities in Hawaii.

POST-CONVENTION HAWAII... HERTZ STYLE

With Hertz, Hawaii never looked so good! And that's why you'll want to continue traveling in Number One style. Because you'll be seeing Hawaii the way you want to see it. Free to travel when, where and at a pace that suits you.

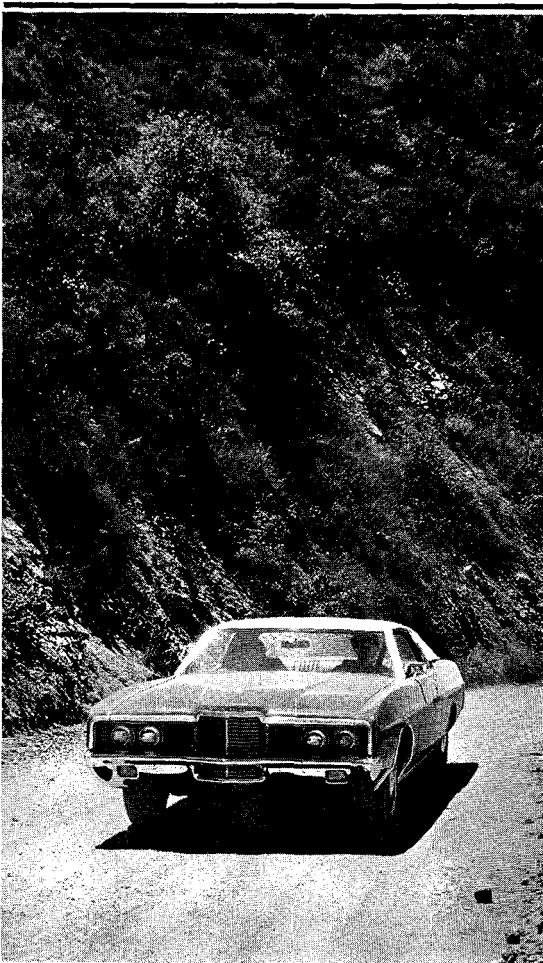
And you can even pick up another free Dining Bonus with your rental in Hawaii.

The Renter Bonus, Car'n Cassette and Dining Bonus are available at most but not all Hertz California locations. The Dining Bonus is available in many Hertz Hawaiian locations. Check with us.

So take a Hertz break at the NIRA convention. Just call us toll free at 800 654-3131. We'll reserve a Hertz car for you at any convenient Hertz location in California or Hawaii.



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new products

Camper's play kit

Three safe games in one kit — you get the Flying Saucer, the Scoop and the Fun Football.

These games are perfect for leisure moments at campsites and are ideal small group outdoors games anywhere, even the beach (each item floats).

All are made of polyethylene and are safe as well as durable.

Write: Cosom Corp., 6030 Wayzata Blvd., Minneapolis, Mn. 55416.



All-aluminum picnic tables

A new high-strength picnic table and bench combination, extruded from the same aluminum alloy used in many outdoor stadium seats, has been announced by Southern Extrusions Division of Howmet Corp.

The rugged equipment has a table surface of 29 inches by 72 inches. Benches are bolted permanently to either side of the table frame, and seats are contoured for extra comfort. Supporting framework is heavy gauge, two-inch anodized aluminum tubing. To discourage vandalism and maintain table position, horseshoe bolts are provided to clamp over the frame and embed in concrete.

Standard colors are orange, avocado and gold, along with silver anodized. Many-season use is guaranteed due to the coatings of polyester baked enamel.

The Cotton Bowl, Mile High Stadium in Denver and the Sun Bowl are some of the installations currently using this product's materials.

Contact William Keith, Sales Mgr., Southern Extrusions, P.O. Box 40, Magnolia, Ar. 71753.

Wrap-around snorkel

This newly-designed snorkel offers a large internal bore for effortless breathing. Because the internal diameter is the size of the bronchial tube, adequate air is delivered to the diver, even during spearfishing or free diving.

Write: A. Grant Allan, AMF Voit, Inc., 3801 S. Harbor Blvd., Santa Ana, Ca. 92704.

Golf ball friction reducer

A new friction-reducing solution to add 20 to 35 yards to golf drives was recently introduced by the Merix Chemical Co.

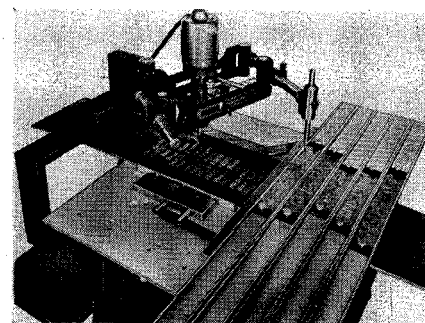
On-the-Ball was adapted from another Merix product originally developed to add speed to airplanes. Sprayed on the wings and fuselage, it increased air speed 7 percent.

The product adds the same super-clean effect to a golf ball, eliminating foreign substances in the air and permitting freer

flight and cutting down on hooks and slices.

The cost is about 1½ cents per 18-hole game.

Write: Merix Chemical Co., 2234 E. 75th St., Dept. PS, Chicago, Il. 60649.



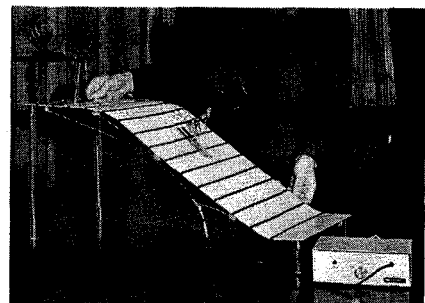
Motorized engraver

This model UE-7TL motorized engraver is specifically designed for deep engravings; it features a wide-gap design and compound slides for hard-to-handle jobs at faster speeds.

It will engrave through plastics and metals with ease and precision. Capacity is to 6 inches high by 18 inches wide with pantograph reductions of 1.6:1 to 5:1 (1/5th).

Only 24 inches long, 26 inches wide and 55 inches high, the unit is ideally suited for all implant engraving jobs with little or no maintenance. 115 V universal motor.

Contact H.P. Preis Engraving Machine Co., 651 U. S. Highway 22, Hillside, N.J. 07205.



Ultrasonic ski slope

This ultrasonically-vibrated man-made ski slope may be sun powered. The vibrations, which the skier will neither hear nor feel, produce a virtually frictionless surface, allowing the descent of the skier on a film of air.

The slope operates by the conversion of sunlight directly into electrical energy to produce vibrations. It may be over a natural hill or a man-made

framework consisting of a plastic surface over metal or plastic vibrating panels set less than a ski's length apart.

The slope's friction may be increased by controlling the energy going to the vibrating elements, thus making it safer and more desirable for beginners.

The slope is a key to the enjoyment of skiing as a year-round sport.

Write: Ultrasonic Systems, Inc., 405 Smith St., Farmingdale, N.Y. 11735.

Vehicle gas hose kit

Plug-in convenience and true portability for recreational vehicle gas appliances are now made possible by a complete quick-disconnect L.P. gas hose kit.

Made by Snap-Tite, Inc. this kit is designed for use with such appliances as gas lanterns, portable gas stoves, outdoor gas barbecues and others using L.P. gas. The kit includes all parts and fittings necessary for a complete installation.

Because it provides a safe and convenient method of connection to vehicle bulk gas systems, the kit offers true outdoor operation of portable gas appliances.

No tools are required for connection or disconnection. Listed with Underwriters Laboratories, the kit comes with a 12 foot length of hose.

Write: Snap-Tite, Inc., Union City, Pa. 16438.

Plug-in power source

Here is an accessory that, in effect, puts a wall socket in any vehicle with an alternator.

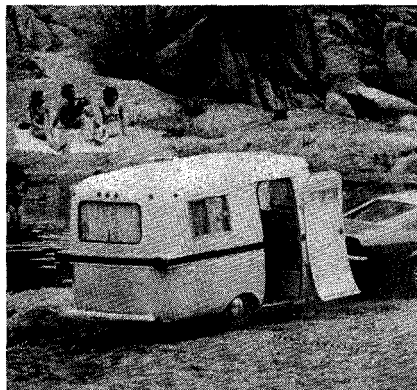
Called Power-Kore, the device makes it possible to tap the power from an alternator to provide lighting, to operate heating devices or to run power tools. It can also be used for fast charging of batteries.

It uses the power developed by the alternator when the automobile's engine is running, drawing on that "core" to operate appliances.

Power-Kore measures only four inches by five inches by three inches and weighs only 2½ lbs. It comes complete with all

necessary wiring and mounting bolts, nuts and washers.

For further information, contact Kalamazoo Engineering, P.O. Box 2305, Kalamazoo, Mi. 49003.



Mini trailer for small cars

A unique mini-trailer that sleeps four comfortably, weighs just 980 lbs., requires very little maintenance and can be pulled by small cars, is now being produced.

Called the Trail-Mite, the one-piece, fiberglass mini-trailer is ideal for camping, fishing and traveling by everyone who owns a small car.

It has a tubular steel chassis, eight inch road clearance, the same 600 - 13 tires that fit small cars, sliding aluminum windows on sides, plexiglass front and rear windows, ventilator window, top vent, 85 lb. tongue weight and full six-foot inside head room.

Features include stainless steel sink, two burner LPG range, two cubic foot ice box, 12-volt interior lighting, 12 gallon fresh water tank, city water hook up and wardrobe.

It is 13 feet long, six feet, 11 inches high, with an overall width of six feet eight inches.

Write: Henry Engineering Co., 3001 Red Hill Rd., Suite 212, Costa Mesa, Ca. 92626.

All-purpose firearm

Savage's new Model 24-C Campers Companion is going after the title of "all-purpose firearm".

The unique rifle-shotgun combination designed for light travel, does fulfill many needs. It weighs 5 ¾ lbs., is only 35

inches long and can be taken down quickly for storage in a 5 inch by 20 inch case.

The system has a walnut finished stock and fore-end; one barrel is chambered for the 22 rim fire cartridge while the other cylinder is bore 20 gauge. Sights are basic knife-blade and folding leaf.

You won't use this piece on big or dangerous game, but it is a fine "first gun" and perfect for all-around plinking, hand-trap sport and workaday vermin control.

Contact John W. Marsman, Savage Arms, Westfield, Mass. 01085.

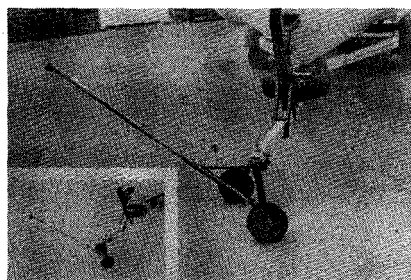
High-tack fish glue

This high-tack fish glue will bond wood, rubber, glass, paper, cork, felt and metal.

It can be used in die rooms, in carton manufacturing, in the furniture industry and as a gasket cement or model paste.

It is water-soluble and withstands freezing temperatures, it is non-flammable and remoistenable. When used as a liquid adhesive on wood, it has a sheer strength of 3200 lb. per square inch.

Write: Edmund Scientific Co., 555 Edscorp Bldg., Barrington, N.J. 08007.



Easy trailer tongue dolly

Save your back with the new trailer tongue dolly from Red Dragon Products. Its unique design allows the tongue to be lifted from the ground to hitch height with a minimum of effort.

Smooth rolling, rubber-tired ball bearing wheels make moving easy. Comfortable plastic grips and tubular construction permit you to move trailers of up to 400 lbs. tongue weight.

Write: Flame Engineering, Inc. P. O. Box 577, Dept. S., La Crosse, Ks. 67801.

Germany . . .

(continued from page 4)

German city is noted for its friendly, fun-loving people who enjoy music, art, good food and drink. Munich has charmed visitors for decades and many of its new residents come from other European countries drawn by its relaxing, happy way of life.

Merry Munich, where Bavarian beer and German Gemuetlichkeit blend to form a way of life. The city is really jumping this year, what with the Olympics as well as the annual Oktoberfest. There is no better time to see why Munich is rated the gayest, most fun-oriented town in Germany. Festivities begin this year on Sept. 24. The breweries of the city produce about 660,000 gallons of beer annually for this 16-day event. Visit the huge beer tents and sing along with the German bands.

Over 800 years old, it is a richly-endowed city full of baroque and rococo churches and elaborate palaces. It boasts some 20 theatres and an equal number of museums, three symphony orchestras and Europe's most extensive zoo. The state capital of Bavaria, bordering the Isar River and the Alps, it is the third largest city of the Federal Republic with a population of over 1.4 million.

Among the city's highly regarded museums and galleries is the Alte Pinakothek rated as one of the world's best for its collection of paintings by European masters.

Prominent in science and education as well, the city has some 24,000 students. The Deutsches Museum, situated on an island in the Isar River, dates from 1903 and is the largest technical museum in the world.

A versatile and vital town, Munich absorbs the present into the fabric of the past—glass-walled office buildings blend with elegant facades of historic palaces and churches, handsome shopping boulevards lead into the dignified main thoroughfare of Ludwigstrasse, the spacious English Garden offers a splendid wooded city oasis. Adding something special is the youthful ambience of the cafes and intimate nightlife of Schwabing,

the student/artist quarter.

Visitors will find hundreds of restaurants, many offering foreign cuisine, plus characteristic old inns and wine houses, seen best in the famous beer halls, Hofbrauhaus and the Platzl.

Situated on the edge of the city is Nymphenburg Palace, whose grounds will be the site of the Olympic Grand Prix de Dressage. A gift from King Ferdinand to his wife, it is today the elegant setting for frequent candlelight concerts. Linderhof, Herrenchiemsee and Neuschwanstein castles, all built by the madcap King Ludwig II, lie close enough to Munich for an afternoon's excursion.

In summer, Munich is an ideal starting point for excursions into Upper Bavaria where picturesque lakes provide swimming, sailing and steamer trips. In winter, the city is the gateway to skiing the Alps in Austria as well as Germany. Garmisch-Partenkirchen, Germany's most important winter sports center is at the foot of the Zugspitze mountain, close by.

Throughout the rest of this country of infinite variety, visitors can find almost whatever atmosphere and activity they desire. There are the turreted castles atop jagged cliffs and above winding rivers, many converted into comfortable hotels and inns; walled villages and towns with worn cobbled lanes; modern and lively centers with the look of tomorrow, rebuilt from scratch; venerable cathedrals and great churches of all periods and styles; museums and art galleries galore; hotels and guest houses for all pocketbooks, on and off the beaten track; 250 fine spas and health resorts, many dating from Roman times, countless camping sites and youth hostels; the chance to peer behind the Iron Curtain in safety, 93 miles within the Soviet Zone at Berlin, and the omnipresent friendly spirit of the people.

Located in the heart of Europe, Germany enjoys a moderate climate lacking extremes, with relatively mild winters and average highs in summer of 70 degrees. The country covers some 95,600 square miles, about the size of Oregon, but with a population thirty times that of the state.

The four-lane super highways

known as autobahns are the joy of motorists. There are filling stations, roadside phones, delightful restaurants and parking facilities, just like in the U.S. Then there are the smaller roads, leading to adventure through villages with streets sometimes just wide enough to squeeze between the half-timbered houses, or over hills where a quaint monastery or lake may nestle. One is always sure to find a pleasant inn, perhaps once a baron's hunting lodge or summer castle.

Any time is travel time in Germany. Not only the high seasons of summer and winter, but the off-seasons when accommodations are easier to get and tourist routes are less crowded.

More than 300 ski resorts, among them lovely Oberstdorf and Berchtesgaden in the Alps, welcome winter sports enthusiasts. In the cities, it is the season of the opera and drama, ballet and concert. And then Christmas time with Bavarian star singers caroling, Christmas fairs in Nuremberg, Frankfurt and elsewhere, shops aglitter. Germany is a country of pageantry, both scenic and historic. Tourists need only their valid passport, no visa for the Federal Republic; the same is true for West Berlin provided visitors go there, as is advisable, by air. ■

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(continued from page 26)

manager of the refining department in 1945 and two years later vice president of the department. In 1951 he was named vice president, executive department, and a director, and three years later a member of the executive committee. He was named executive vice president in 1956 and chairman of the executive committee in 1962.

He has served as director of refining for the Petroleum Administration for War and as chairman of the Military Petroleum Advisory Board. In August of 1960 he headed the first U. S. Petroleum Industry Exchange Delegation on a 30-day tour of Russia and its oil industry. He was 1970 chairman of the National Association of Manufacturers.

Keeler is active as a civic worker, a member of numerous honorary and professional fraternities. For many years, he has been active in welfare and educational work among restricted Indians. He was founder and is trustee of the Cherokee Foundation.

He has received honorary degrees from several institutions, was elected to the Oklahoma Hall of Fame in 1966 and was chosen by Civitan International as one of five outstanding citizens in North America in 1970.

Keeler will receive his award Friday, June 16 at a special luncheon at the NIRA Conference in Oakland.

New NIRA President

(continued from page 26)

Following graduation, McCormick served as manager of recreation for the Aerojet General Corporation from 1960 to 1964. He was a marketing and sales manager of the General Tire and Rubber Co. from 1964 to 1967.

For the past ten years he has been a member of NIRA, serving as a member of the board and as vice president of regional management during 1970-71. He was a member of the board of directors of the Blind Foundation from 1967 to 1971.

McCormick was selected as president-elect due to a vacancy in the position formerly held by John Gentile, recreation director of TRW Inc. of Cleveland. His duties as president will begin less than three months following this selection.

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GOOD THINGS TO READ

Lapidary Techniques. This full-color publication describes all the basic techniques and processes involved in the gem-making hobby, for the beginner or seasoned rockhound. Besides the sections on lapidary methods, there are listings of rocks found in each area of the country and rock clubs established in the U. S. 48 pp., paper, \$2.00. Star Diamond, 1421 West 240th St., Harbor City, Ca. 90710.

Music in Recreation and Leisure. This book will be a boon to camp song leaders and other musical group directors. There are sections on use of music in community recreation, camping, industry and for senior citizens, instructional ideas and resources and helpful musical examples and sheet music. 135 pp., paper, \$3.95. Wm. C. Brown Company Publishers, 135 S. Locust St., Dubuque, Ia. 52001.

Play Better Tennis. With text by Tony Mottram, National Coach, British Lawn Tennis Assn. Instruction for both the beginning and advanced player, with 370 unique sequential photographs on page edges. By flipping pages, these become "motion pictures" of experts demonstrating basic strokes and footwork. (127 pp.) \$1.65 paper; \$4.50 library binding. Arco Publishing Co., 219 Park Avenue S., N. Y. 10003.

How to Make your Meetings More Interesting and Productive. The more important aspects of meeting planning. Free to R/M readers. Write: Da-Lite Screen Co., Inc., Warsaw, Indiana 46580.

The following **NIRA Publications** may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

How To Organize and Manage Tournaments, from publicity to organization, from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Standard Sports Areas, dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. (64 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

Recommended Guide To Accounting Procedures, a manual setting forth accounting procedures developed from tried and improved methods and found to be efficient and very satisfactory by Nationwide Insurance Activities Assn. Valuable in organizing accounts, explaining what transactions go to each account and the proper way to record them. \$0.85 / members, \$1.00 / non-members. (24 pp.)

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.



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Named NIRA Administrative Assistant



Mr. Knitter

Bert Knitter, former Recreation Supervisor for the Broome County (N.Y.) Parks Department, joined the NIRA headquarters staff on May 1 as Headquarters Administrative Assistant.

In addition, Knitter will assume the responsibilities of Head of the Accounting Department. By January, 1973 all NIRA tournaments, contests and program services will be coordinated by him.

Knitter holds a B.S. degree in Recreation Education from Cortland State University and is presently working towards his M.S. in Education.

Knitter completed a student internship in industrial recreation under Frank W. Barnes at the Xerox Corporation, and was an administrative assistant to NIRA's Executive Director, Michael Fryer, when he was Superintendent of Recreation for the city of Rochester, N.Y.

At Broome County, Knitter revised the waterfront operation, developed a course for children in map and compass reading, planned two jogging trails and a winter outdoor recreation program and assisted in teaching two Multi-Media First Aid courses to members of the maintenance staff. He also designed a recreation program to coincide with the 'open classroom' concept of education.

He served on active duty with the 82nd Airborne Division—U.S. Army from 1968 to 1970.

His wife Brenda Jean has a B.S. degree in Physical Education and is working on her M.S.

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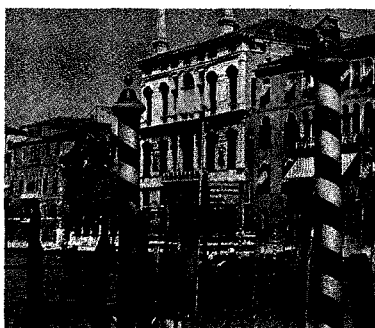
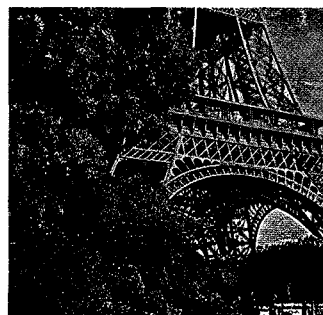
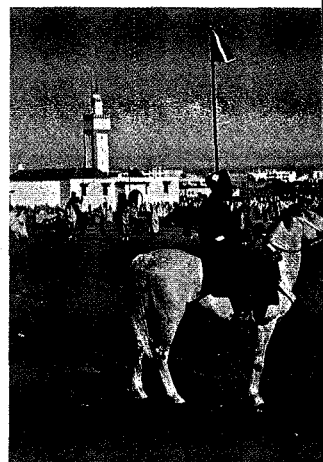
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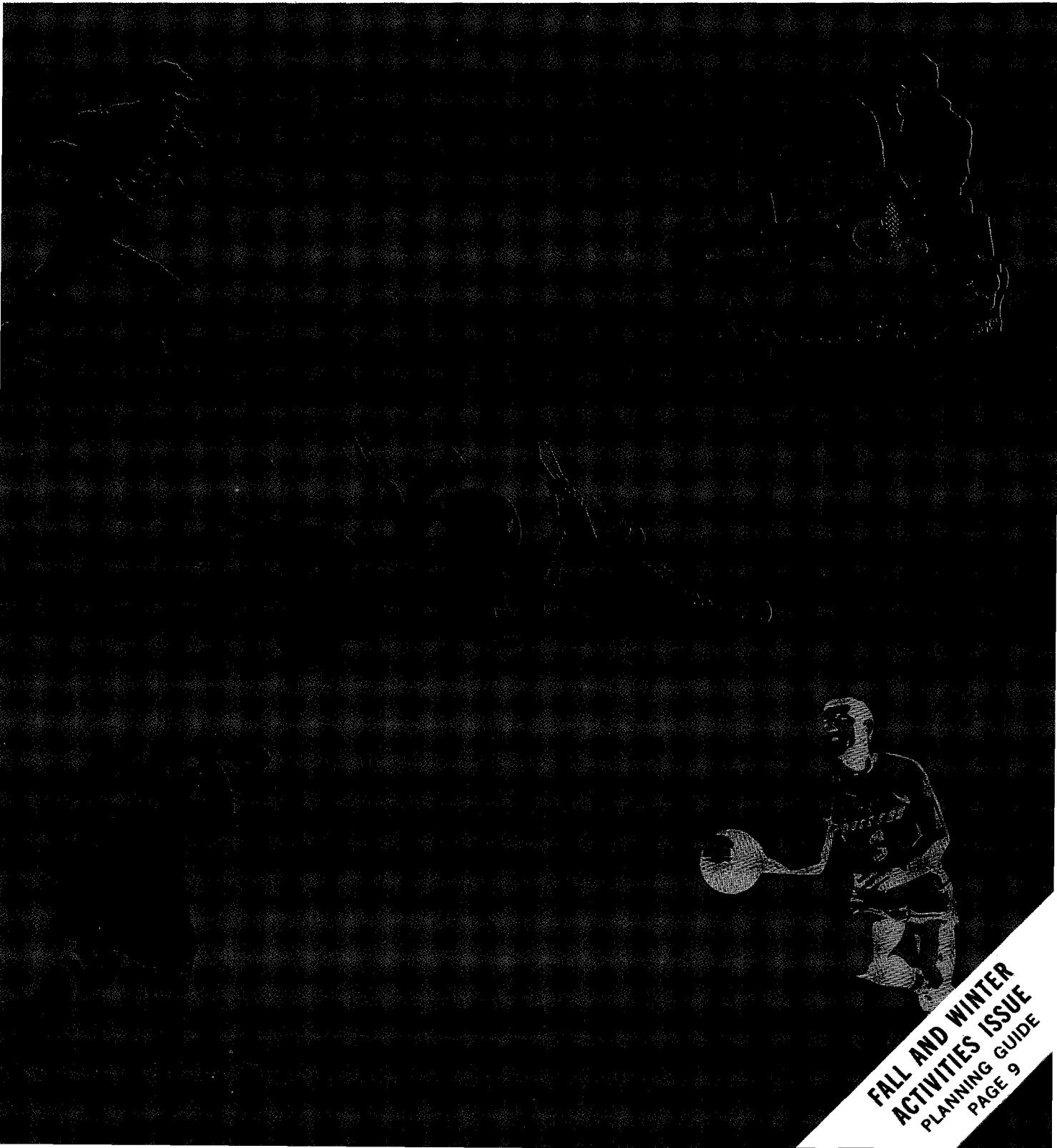
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recreation management

THIS ISSUE:

ing's Place in Your Program... Cross Country Skiing... The Leisure Boom... Inflatable Boats... Industrial Municipal Basketball



**FALL AND WINTER
ACTIVITIES ISSUE**
PLANNING GUIDE
PAGE 9

TAHITI

The Kayak that docks in a beach bag.



Illustrated: Tahiti K57 (one man).
Suggested retail price \$39.95.

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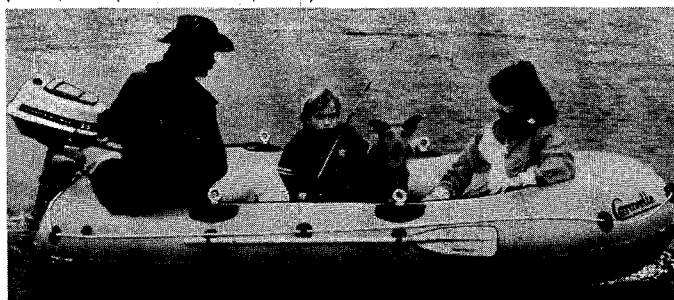
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Illustrated: Caravelle K103. Suggested retail price \$79.95 (motor bracket optional).

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Recreation "bubbles-up" at Flick-Reedy

The Flick-Reedy Corporation has been a member of NIRA since 1956. In that period of time it has won four United Savings Helms Foundation awards and two NIRA Excellence Awards, one for an employee day camp program and one for an exceptional picnic program.

In charge of recreation at Flick-Reedy is its Vice President - Employee & Public Relations, Arthur L. Conrad, CIRA. He has held that position in the Bensenville, Ill. company since 1963.

At Flick-Reedy, employees and their needs come first, but all other time available is set aside for community service and sharing of facilities.

For example, the company's two most popular activity sites—the near-Olympic-sized indoor pool and the combination auditorium-gymnasium—are used almost as much by community, church and civic groups as by employees themselves. In fact, Conrad estimates that 45,000 people last year made use of one or another of the Flick-Reedy facilities, outside of the company's own employees.

The auditorium is really a multi-purpose facility and in use all hours of the day. Every Thursday, from 11 a.m. to 1:30 p.m. (the full company lunch hour) there are travelogues, cartoons or films of recent plant activities shown on a pull-down screen. Employees can bring their bag lunches in or carry in trays from the adjacent cafeteria, to eat while they watch.

Wednesdays during the summer employee children ages five to 16 are encouraged to come in for a "day care" type arrangement. They can work on games or crafts in the auditorium, swim under the supervision of Flick-Reedy's aquatics director, fish in the grounds lagoon or even participate in a sequence in perceptual motor training (tumbling, rolling and balance) of-



Arthur L. Conrad
CIRA



fered primarily to groups of the retarded and handicapped in the area.

Also in operation during the day are other classes for the blind and deaf and others under Red Cross programs.

During the early evening throughout the year community groups, as well as employee organizations, use the auditorium for awards dinners, speaker banquets, fashion shows, dances and concerts. Several local high schools have their proms here; capacity is 900 people.

The pool is open daily until almost nine many evenings. Service groups for the handicapped use it for swimming

and exercise during the day, and employees after work. Conrad says the aquatics program is one of the most popular with the community. One high school near Bensenville, having no pool of its own, used the Flick-Reedy facility for training and came out very well in the state competitions. Once a month there is a family swim from two to six p.m.

Other out-of-the-ordinary facilities at Flick-Reedy are the classrooms and indoor motel, both used in conjunction with the Miller Fluid Power Institute, an affiliate of Flick-Reedy. The three classrooms are most often used for instruction in the institute, which is attended by men from all over the world. Rooms are also used for the orientation of new employees, and instructions for operating new equipment for current employees.

Another special use for these rooms is that of the naturalization courses offered by Flick-Reedy for any employee wanting to become a U. S. citizen. Developed with the assistance of the Department of Immigration and Naturalization in Chicago, the course features lectures on civic matters by Conrad and other executives, including Frank Flick. The course continues until the 'class' is sworn in as citizens. Upon the ceremony for the most recent class, Flick-Reedy officials delivered a copy of the naturalization booklet to President Nixon, who was in town at the time.

The indoor motel is convenient housing for institute students. The motel sleeps 35 men in a modified dormitory setup, and has its own sauna bath and full-time housekeeper.

In the areas of athletics and employee clubs, Flick-Reedy has its own philosophy, embodied in the phrase, "To Promote Individual Moral Responsibility Through Education". This ap-

(continued on page 37).

The Shooting Fraternity of the United States



The National Rifle Association of America is a proud organization of approximately one million Americans who have a common interest in the lawful ownership and use of firearms. It is the largest sportsmen's organization in the United States, and governs the second largest participant sport in the world.

The Association was established in November, 1871, six years after the end of the Civil War, by a group of National Guard officers concerned about the quality of marksmanship training in the Armed Forces. It was their aim to insure that the United States would have available a trained reserve of manpower, skilled in the use of small arms, in the event of future armed conflict.

Basic as this purpose is to the NRA, and important though it is to the defense of the United States, the NRA has many other missions and reasons for being.

It is the spokesman for law-abiding gun owners in the United States.

It is the guiding body for the sports of hunting and target shooting in



this country.

It is the governing body for American participation in international shooting competitions, such as the World Championships and the Olympic Games.

It is the certifying agency for instructors in marksmanship and firearms safety, training counselors and tournament referees.

It is the originator of a nationwide Hunter Safety Program that has trained millions of hunters in the safe use of guns in the field, a program which has been adopted by most states and Canadian provinces.

It is the parent organization of 10 thousand shooting clubs and police and military marksmanship units.

It is a leading spokesman for conservation of environmental and wildlife resources in the United States.

It is the publisher of The American Rifleman, foremost magazine in the firearms field, as well as numerous handbooks, manuals, books, pamphlets and motion pictures on safety, small arms, ammunition, hunting, shooting, collecting, legislation and other subjects.

In short, the NRA is the shooting fraternity in the United States.

Any NIRA member requesting information on services should write to the National Rifle Association, 1600 Rhode Island Avenue, N. W., Washington, D. C. 20036. ■

Charter Flights Are Their Business

More than a quarter century has passed since Saturn Airways began serving the transportation needs of the traveling public. Today, jet age comfort, speed and excellence are available on Saturn DC-8 Super Jets to Hawaii, the Caribbean, Europe, Africa and anywhere within the continental U. S.

Saturn is a U.S. certificated supplemental air carrier (often called a charter airline). Charter flights are their one and only business and they know it well.

Vacation and incentive trips are becoming more and more a part of a well-rounded recreation program. Whether the trip is company sponsored or employee organized, it falls upon the shoulders of today's recreation leader to provide holiday programs that combine good value with reliability.

Saturn has the programs that employees want. In cooperation with such well known names as Hilton, Sheraton, American Express and others, Saturn has put together a series of vacation trips to everyone's favorite destinations—Las Vegas, Hawaii, the Caribbean, sunny Costa del Sol in southern Spain and ever-popular London. The trips are exciting, value-packed and unbelievably low-priced.



The total price of a Saturn vacation is often less than the individual's air fare alone, yet quality services are provided. Often flights are catered and planned completely to meet the specific requests of the group.

Vacation travel based on charter flights must be considered when planning any group program. Many NIRA members have already taken advantage of the low-priced quality programs available from Saturn. Groups as small as 40 persons have joined with others to achieve the savings possible on a charter flight.

Twenty-six years of safe, reliable charter air service have placed Saturn Airways as one of the leaders of the air transportation industry. Experience and efficient operation have enabled Saturn to build a strong financial base from which to carry on world-wide programs.

For charter flight information for your company, write to Mr. Ralph Sacks, Senior Vice President, Marketing, Saturn Airways, Inc., P. O. Box 2426, Oakland International Airport, Oakland, Ca. 94614 or call toll-free anywhere in the U. S. except California on the special "flite line" number, (800) 227-0454. ■

Vending's Place in Your Program

Second in a series on program income.

Editor's Note: This magazine periodically covers some phase of vending operations—the contracts, commissions, profits and problems. In this issue, after a brief introduction, we present one up-to-date case history of vending's place as a source of income, in fact, 100 percent operating program and facilities.

In a recent survey by Vend magazine, their 26th annual Census of the Industry, total vended volume for the year 1971 totaled \$6.5 billion. This figure was up \$292 million, or 4 percent, from 1970 sales.

The traditional "4 C's" of vending—cigarettes (including cigars), candy, cup cold drinks and coffee—showed a real growth of 1.2 percent over 1970. Overall, the biggest gainers in dollar volume, according to the survey, were canned cold drinks (up 33.7 percent), cigars (22.6 percent) and prepared foods (18.5 percent).

To bring these figures closer to home, in volume by location, plants and factories accounted for 34 percent of these vended sales, 40 percent of manual operations.

The vending machine of today in your coffee room or hallway alcove differs greatly from those of even five years ago, in both items and volume dispensed. Today, hot as well as cold products, even complete meals in some cases, are available. Crown Life insurance of Toronto now has a pantyhose machine in a ground floor corridor near the cafeteria. From November 24, 1971 to May 25, 1972, this machine dispensed 375 pairs of hose at \$1 a throw. Not only has this monument to femininity helped promote improved office landscaping, it has enriched the coffers by \$37.70 in commissions.

Americans "on the go" have adopted a life style which seeks instant availability of foods and refreshments, whether at work, on campus, at play or on the

road. The growth of franchised specialty restaurants is part of this trend, but so is the less well-known maturation and acceptance of vending machines, mobile catering trucks, in-office coffee service and conventional lunchroom service.

This June's U.S. Census Bureau report showed that shipments of vending machines rose 10 per cent from 1970 to 1971. The annual survey, underwritten by the National Automatic Merchandising Association, revealed the value of beverage machines alone advanced 15 per cent over the year.

President G. Richard Schreiber stressed the industry's adaptability to markets and customer desires as one of

work day.

Yet some companies decide not to provide even one bank of vending machines for employee use. In some cases, the machines just wouldn't make enough to justify their installation. In others, suitable arrangements cannot be made with machine distributors and the plant does not want to lease and operate machines of its own. In the case of one recreation director we talked with, the company had no vending operation simply because it had no coffee breaks. "Even a few beverage machines in the plant would, we feel, double our program income," he said. "Here it was decided that the problems of maintenance for the coffee room itself, problems of spillage from machine to desk,



A big shot-in-the-arm given to financing the increasing costs of recreation programming has been the vending machine. Approximately 50 per cent of the company members of NIRA rely on profits from their vending machines to help finance their activities. Complete subsidization of the recreation budget was reported by 11 percent.

its strengths. Others at the meeting called for innovations in products and marketing in vending of the future.

Vending machine installations have benefitted, too, from the trend toward lighter meals, and from the proven benefits of work breaks, now often taken at the employee's discretion during the

etc. would be too much to put up with. We're still really pushing for vending at all angles—management to vendor—though."

Whether you have one cigarette machine or an entire bank of full-service units, this story of vending at Cummins Engine Co. should interest you.

Vending as a source of revenue for employee recreation programs

By Charles W. Wilt, Jr.
Recreation Director
Cummins Engine Company
Columbus, Indiana

The Cummins Employees' Recreation Association has found vending profits to be the best source of revenue to finance its park and recreation program. This program offers 45 different activities to the 9,400 employees of the Cummins Engine Company each year.

Since the beginning of the program when it was basically a one-day-a-year picnic at a nearby amusement park, vending has been the main source of revenue. In 1958 it was decided that the vending machine profits should be left to accumulate for the expressed purpose of purchasing a park site for use by

In keeping with its agreement with the CERA Board of Directors, the Cummins Engine Company hired a professionally trained, experienced recreation director on a full-time basis in August, 1963 to assist in administering and supervising the park and recreation program. In September of that year, CERA hired a full-time, experienced park superintendent.

The next two years saw the park and recreation program grow to a point where existing vending profits became inadequate. With this in mind, Cummins agreed to put out its vending contracts on a competitive basis. A vending committee was formed from the CERA Board of Directors to work with the Recreation Director in negotiating the vending contract.

bidding on the contract. The bids that were submitted were reviewed by the Vending Committee. A mutual agreement on which vendors would be selected was reached on the basis of the vendors' service ability and the amount of commissions paid by the vendors. The company maintained control over the vending program by having contractual agreements between the vendors and the company with signature endorsement by the CERA Board Chairman.

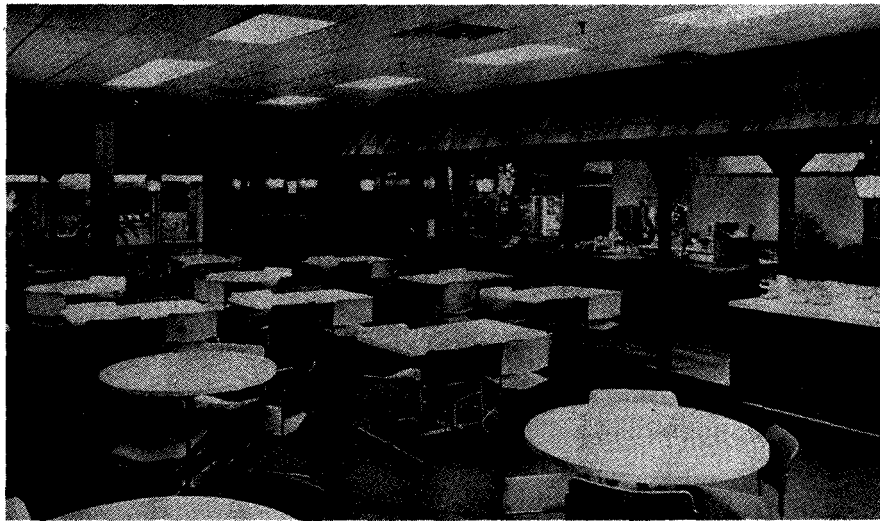
As a result of this new vending contract, profits for the employee recreation program increased to over a quarter of a million dollars. These profits were then and are today derived from the 55 vending banks located throughout the Columbus plants. A vending bank consists of a soft drink machine, milk machine, coffee machine, candy-pastry machine and cigarette machine.

The additional vending profits helped CERA to increase the size of Ceraland Park from 313 to 353 acres. It also enabled CERA to steadily increase its recreation program and add to Ceraland a swimming pool, softball fields, boating facilities, tennis courts, go-cart track, model airplane strip, a campground, a trap range, a rifle range, pony riding facilities and a miniature golf course.

If a company decides to pursue vending as a means of financing its employee recreation program, then the following steps should be considered:

1. Establish a vending committee which should consist of the recreation board chairman, the recreation board management representative, another recreation board member and the recreation director. This committee is advisory and would make recommendations to the company and the recreation board for approval.

2. A vending contract format should be established. The company recreation director and vending committee should have the company legal counsel draw



The trend to vending per se, according to Leon Agon, national vice president of sales of the Canteen Corporation, is a result of the greatly increased costs for subsidy and maintenance of manual operations (primarily full cafeterias). In the future, Agon says, there will be more facilities like this one, with a bank of vending machines replacing all but a small steam table serving one or two hot dishes. In this situation, the vending machines supplement rather than totally replace the manual operation, and foods are available at the same or lower prices while the whole facility is easier to maintain. (Photos courtesy Canteen.)

the employees.

In May of 1963, enough money had been accumulated to purchase the 313 acre Keller Farm seven miles southeast of Columbus. An employee contest was held to name the new park and the name Ceraland Park was selected from the many submitted.

The vending committee consisted of the CERA Board Chairman, the CERA Board Management Representative, the Recreation Director and one other CERA Board Member. The Recreation Director representing the company sent out bid specifications to all vending companies interested in

up the contract. It should include a 30-day cancellation clause by either party and should be set up on a 3-year basis with no price change unless it is agreeable to both parties.

3. A bid specification sheet should be developed. This sheet should include requirements for bids, number of personnel to be served, type of equipment to be installed, and brand name products to be used.

4. The contract should be put out for bid. Any vendor who wants to bid should be given the opportunity. Set a time limit on when bids should be submitted. Once all bids have been re-

ceived, the vending committee should review the list of vendors submitting bids. Contacts should be made with other companies with similar employment as your company to see how effective the vendor's service has been.

5. The following guidelines are recommended for selection of vendors:

a. Select the vendor who has a good reputation for giving his customers quality products and dependable service.

b. Select the vendor who can pay a fair rate of vending commission. Do not select the vendor on the basis of commission alone. Make sure he can

meet your standards as far as quality products and service.

6. After the vending committee has reviewed all bids then a recommendation should be made on the vendor who should be awarded the vending contract. This recommendation should be submitted to the company and the recreation board for approval. The company should maintain the right to reject this recommendation if it infringes upon its best interests.

Even if the above points are considered, there should be a day-to-day supervision of the vending program to insure a successful one. ■

TOURNAMENT UPDATE

Golf Regionals

Armco-NIRA Trap Shoot

NIRA Headquarters and regional tournament coordinators announce the latest news on association golf tournaments taking place this summer. There is very little time left, so register your teams now!

**Regions 1,2,8
Coordinator:**

Dates: Aug. 12 - 13, 1972

Earl Alexander
Champion Papers
603 Cleveland Ave.
Hamilton, Ohio 45013 (513)
896-5327

Course:

Twin Run Municipal Golf
Course

Hotel:

Hamilton, Ohio
Hamilton-Fairfield Holiday Inn
(513) 863-2500

**Regions 3, 5
Coordinator:**

Dates: Aug. 12-13, 1972

Don Holliday
Eli Lilly & Company
4117 Trees Drive
Lafayette, In. 47901 (317)
474-1430

Course:

Purdue University

Hotel:

Campus Inn (317) 463-9511

**Region 4
Coordinator:**

Dates: Sept. 23-24, 1972

Miles Carter
McLean Trucking Company
Winston-Salem, N.C. 27102
(719) 724-6341

**Regions 6,7
Coordinator:**

Dates: Sept. 16-17, 1972

Chuck Placek
Motorola, Inc.
8701 E. McDowell Rd.
Scottsdale, Az. 85252 (602)
949-2854

Course:

Sahara Nevada G.C., Las Vegas

Hotel:

Flamingo Hotel (702)
735-8111

Remember, when making hotel reservations, it is important that tournament participants identify themselves as NIRA Golfers.

The Annual Armco Steel Corporation — NIRA sponsored invitational trap shoot started in 1951 with 18 teams participating. This year Bob Bauer, activity advisor at Armco and trap shoot coordinator, expects nearly 200. Bauer says the past few years have shown the trap shoot to have almost a 90% return — when they get a new team, the team will bring in a couple more the following year.

One reason the trap shoot has grown so considerably over the years and is so well-attended at its current location, the Middletown (Ohio) Sportsmen's Club, is that the whole area is what Bauer calls a "tremendous nucleus" of shooting interest. Headquarters for the Amateur Trap Shooting Association are located only 30 miles away in Vandalia, where the grand national trap shoot is held.

This year's shoot will be held Sunday, September 10th in Middletown. Starting time is 11:00 a.m. but shooters can start practicing at 10:00. The tournament will be a five-man event. Each man will shoot 50 birds; the first 25 birds from the 16-yard line, the second 25 birds according to the following team handicap scale.

125-121-24	110-106-21	95-91-18
120-116-23	105-101-20	90-86-17
115-111-22	100-96-19	85 or less-17

In case of a squad tie, there will be a 25-bird shoot-off from handicap yardage.

There will be a \$10 entry fee for each 5-man team to cover cost of trophies and operation. Entries close Sept. 7, 1972.

For entry blanks and further information, contact Bob Bauer, Activity Advisor, Armco Steel Corp., Middletown, Oh. 45052, (513) 425-3389.

Vancouver—

city shining in the wilderness

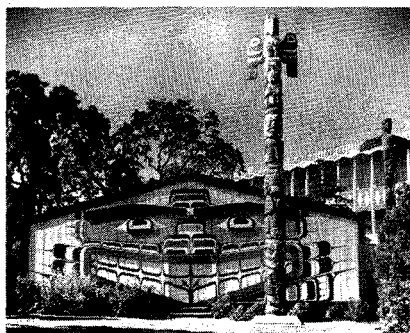
Mile after mile of spectacular coastline. Matchless mountain scenery, much of it pure wilderness. Totem poles in rose gardens. Skyscrapers rising with an economic boom.

Vancouver, British Columbia, is all these things—a city with its own personality and rhythm. The people work and play in a stunning setting of mountains and sea and enjoy it to the full. Nature, just a step away, shapes their life. They shape nature with an exciting new airport, vast seaport, three railways, an eye to the east, the west, the future. New resorts top the mountains, luxury homes climb the slopes, bridges and ships conquer the rivers, the sea. The city motto: 'By land and sea we prosper'.

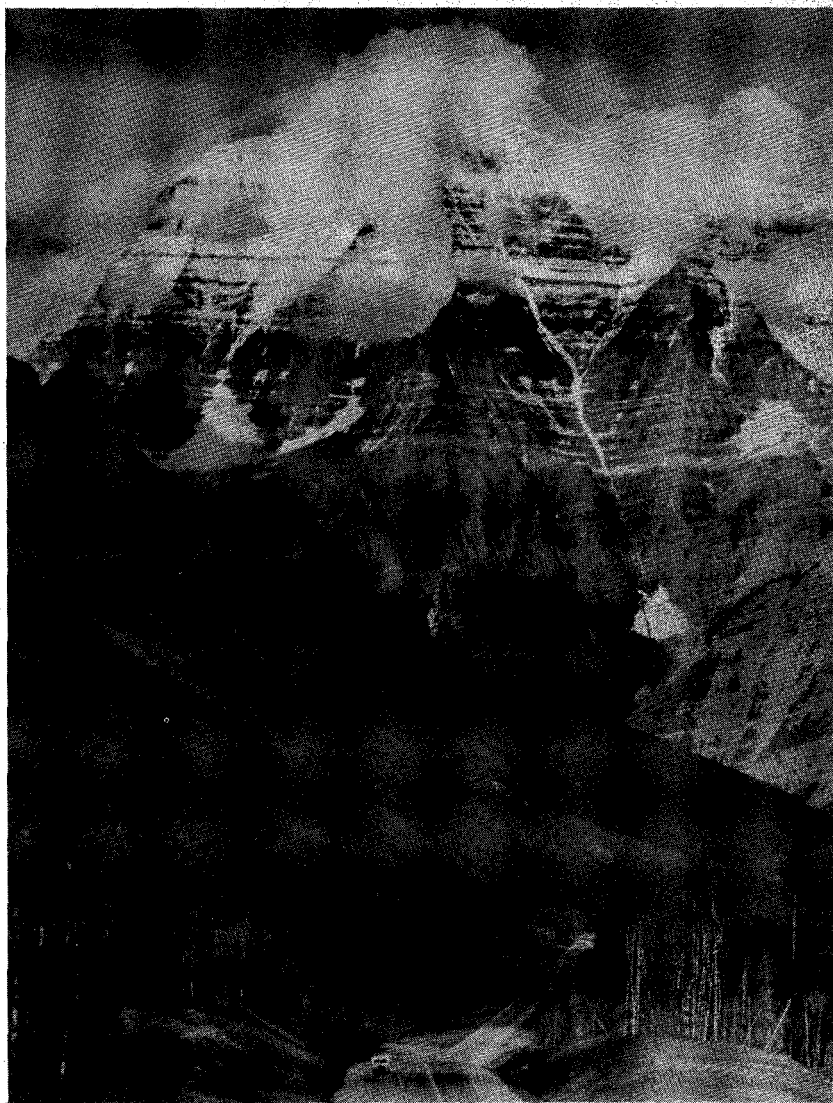
This city, long appealing to the rest of Canada for its combination of British-style charm and American bustle and vitality, has only lately begun to think of itself as a tourist city for the rest of the world.

Yet, this special lack of tradition, of city-selling-itself, is a

British Columbia Government Photograph.



The totem poles of Thunderbird Park in Victoria have long been a highlight of any sight-seeing tour to this city of parks and flowers.



British Columbia Government Photograph.

The magnificent Mt. Robson, 12,972 feet. Note the camper on the highway below.

main reason for its current tourist favor. The whole area is immensely exhilarating, for its clean, outdoorsy spirit, its polyglot population, its convenience as a gateway for further exploration—east to Canada's Rockies, north to Alaska and the Yukon, west to the wide Pacific.

Vancouver lies directly north of Washington State and is linked with major American cities by air, rail and highway, as well as the more relaxing cruise ships up the coast.

This major Canadian West Coast city enjoys a moderate climate that makes the whole area a constant pleasure. During summer, you might be inclined to sprawl on a sandy beach and savor the views of blue Pacific waters and green mountain

slopes, only a few miles apart. Spring and autumn could find you enjoying the floral beauty of the famous Stanley or Queen Elizabeth Parks in the heart of the city. Winter might lead you to the top of Grouse or Seymour Mountain for skiing, combined with a towering view of the city and harbor. Whenever you come, you'll be able to tour the new Museum-Planetarium complex next to the harbor, the two universities and their spectacular Aztec/modern architecture, and the atmospheres of quaint Gastown and North America's second largest Chinatown.

Dining is a truly international adventure in Vancouver. You can enjoy the authentic cuisine of France, Germany, Italy and the

(continued on page 40)

news in brief

Biking in California

A pilot project being planned by California's Dept. of Water Resources could result in a bike trail 400 miles long on 16 foot asphalted service roads along the State Water Project, according to officials in Sacramento. A 60-mile experimental trail will be opened this fall along the Aqueduct between Bethany Reservoir near Tracy and San Luis Reservoir near Los Banos, running through Alameda, San Joaquin, Stanislaus and Merced counties.

Picnic tables, portable toilets, drinking water and emergency telephones every 11 miles are planned. Eventually 400 miles could be designated with 32 entrances from adjacent roads. The trail parallels booming truck farms and agricultural areas, fishing sites, with views of mountains at every turn. Motorized traffic will be prohibited, and the Dept. of Water Resources will sign it, fence it and police it, while area bicycle clubs are being invited to test run the trail in May.

"If we can put together a safe and secure trailway for the pilot project, then public interest and use will determine whether it should be made permanent and even extended," comments William R. Gianelli, State Water Resources Director.

Senate passes Sawtooth Bill

The Senate has passed and referred back to the House a bill establishing the Sawtooth National Recreation Area in Idaho, according to the Wildlife Management Institute.

The bill would establish a 750,000 acre national recreation area in the majestic Sawtooth,

White Clouds and Boulder mountain ranges in south-central Idaho to be administered by the U.S. Forest Service. It also calls for a \$50,000 study to check the feasibility of establishing a national park in the area. Some Idaho conservationists have opposed a national park. They say park status would reduce the variety of public use and would not protect the area from the threat of mining.

Japanese workers have a 'godfather'

One idea which American business might borrow from the Japanese system is the institution of the 'godfather.'

This term, coined by author Peter Drucker, stands for a senior man from upper or middle management who takes care of a younger man in the firm. Every young man has a godfather, and a godfather may have as many as 100 god-children under his wing.

In Japanese business, everyone knows before he is 45 whether or not he is slated for advancement to top management. Godfathers are those who have no reason to believe they are destined for further advancement—and therefore have no reason to build up a following. They can view disinterestedly and objectively what is best, both for the company and for their godchildren.

The godfather is expected to see his young men regularly, hear their problems and show them the right bars in the Ginza. "Learning how to drink in public is one of the most important accomplishments the young Japanese executive has to learn," Drucker says.

When personnel assignments are made, everything depends

on the wisdom of the godfathers. Also, if a young man needs discipline or guidance, the godfather is expected to have a private talk with him.

In the U.S., the immediate supervisor is theoretically the one to perform these functions. But this is an unrealistic expectation. The supervisor's job is to get the job out. He wants to keep his workers, especially the best ones. He does not ask a young man, "Where do you really want to go?"

Public forum on recreation set

Secretary of the Interior Rogers C.B. Morton announced on May 23, 1972, a series of 10 public forum sessions to find out how people feel about their needs and opportunities for outdoor recreation. The Washington, D.C., Forum will be held on July 11, starting at 9:30 a.m., in the Department of the Interior Auditorium, 18th and C Streets, N.W., Washington, D.C. 20240.

"Sudden" heart attacks not so sudden after all

Recent research indicates that most cases of 'sudden death' of men from heart attack really are not sudden at all and could, in fact, have been fairly reliably predicted by physicians familiar with the victims' health records.

These findings are reported by Dr. Lawrence E. Hinkle Jr., of Cornell University Medical College, and are based on his observations of 301 randomly-selected men whose 30-year health records he studied thoroughly. Twenty-four of the subjects died from "sudden" heart attacks less than 10 years from date of selection and examination.

According to their health records, 15 of the 24 victims had coronary heart disease and all 24 had some degree of coronary artery trouble, high blood pressure, chronic lung disease or a combination of these. Nineteen of the 24 had smoked for more than 30 years, and at time of death seven smoked two packs of cigarettes a day.

Examining physicians agreed that 15 of 24 victims died so

FALL – WINTER

Equipment and Activities

PLANNING GUIDE

Listed below are specific areas of Fall/Winter Activities, equipment and related services. Check off by letter and number, areas of interest on the coupon and mail to R/M. You will then receive information outlining what types of materials are available and where to get them.

GENERAL

EQUIPMENT

ATHLETIC

CLOTHING (A)

1. gym suits
2. parkas
3. shorts
4. socks
5. stockings
6. award sweaters
7. sweat shirts and suits
8. T-shirts
9. trunks
10. shoes
11. jockstraps
12. thermal wear

ADMINISTRATION (B)

1. lettering
2. emblem
3. embroidery
4. trophies
5. awards
6. novelties

HYGIENE (C)

1. massage tables
2. mobile bath carts
3. mouth fresheners
4. steam room gear
5. towels
6. whirlpool baths

OFFICIATING (D)

1. starter's guns
2. stop watches
3. scoreboards
4. scorebooks
5. whistles

TRAINING GEAR (E)

1. trainers' supplies
2. foods

BASKETBALL (F)

1. backstops
2. basketballs
3. basketball sets
4. goals
5. nets
6. pads and guards

BOWLING (G)

1. bowling balls
2. cleaners
3. carrying bag
4. hand conditioner
5. lanes and equipment
6. pins
7. wristlets

CAMPING-HIKING (H)

1. tents
2. packs
3. sleeping bags
4. cooking-utensils and equipment
5. cutting tools
6. first aid kits
7. compasses
8. motor coaches
9. campground information



FALL AND WINTER PLANNING GUIDE

Yes, I am interested in those tips checked below. Please send me complete information about them.

ITEM(S) _____
(specify by letter and number)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

FOOTBALL (I)

1. belt, flag sets
2. blockers, chargers
3. blocking sleds
4. charging sleds
5. cleats
6. cleat wrenches
7. face protectors
8. footballs
9. goal posts
10. helmet hangers
11. helmets
12. linesman chains
13. markers (yard, goal)
14. marking machines
15. mouthguards
16. pads and guards
17. scrimmage vests
18. tees (kicking)

SHOOTING (J)

1. rifles, pistols and guns
2. range equipment
3. ammunition
4. targets - indoor/outdoor
5. jackets
6. trap and skeet equipment
7. scopes
8. cleaning kits
9. ear protectors

SKIING (K)

1. bags, cases
2. balancing, exercise devices
3. bindings
4. boots, ski
5. boot tightening devices
6. boot presses, trees
7. boot wax, preservatives
8. gloves, mittens
9. goggles
10. hand warmers
11. headwear
12. poles, ski
13. portable ski tows
14. safety helmets
15. skis
16. straps, safeties
17. underwear, thermal
18. waxes

SNOWMOBILES (L)

1. snowmobile
2. tool kit
3. auxiliary gas tank
4. helmet
5. goggles

VOLLEYBALL (M)

1. balls
2. jerseys
3. nets
4. pads (knee)
5. posts
6. sets
7. standards

GENERAL ACTIVITIES

BADMINTON (N)

BILLIARDS (O)

BOBSLEDS (P)

BOXING (Q)

FENCING (R)

GAMES (S)

HANDBALL (T)

ICE FISHING (U)

ICE SAILING (V)

ICE SKATING - HOCKEY (W)

JUDO - KARATE (X)

SQUASH (Y)

TABLE TENNIS (Z)

SKI TOURING (AA)

VENDING/FOOD SERVICES (BB)

ADVERTISERS (XX)

For direct information on specific product or service indicate advertiser number on reader response card.

1. Adventure Way
2. American Playground Device
3. Beach Club Hotel & Cabanas
4. Canteen Corporation
5. Hillerich & Bradsby Co.
6. Jet Aircharter Exchange
7. Monogram Industries
8. National Bowling Council
9. National Inns
10. Recreonics, Inc.
11. Travel Plus, Inc.
12. Vinyl Plastics, Inc.

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suddenly that medical treatment would have been impossible. They also agreed that preventive measures are the only answer for men with health records similar to those of the victims.

Ohio State University researchers also have shown that persons who drink or smoke significantly more than the average are prime candidates for "sudden death". Others in the high-risk category are young people who use drugs; divorced people, especially men; and persons taking pills which cause significant loss of weight.

Harris poll of sports

Figures have been released in the annual Lou Harris Spring Sports Survey, conducted among a cross section of 1,324 sports fans across the nation.

Football and baseball continued to be the top two sports, with basketball in third place. Auto racing, which was fourth a year ago slipped behind bowling.

Complete replies in answer to the poll question, "If you had to choose, which one of these is your favorite sport?", are as follows:

	<u>1972</u>	<u>1971</u>
Football	28%	28%
Baseball	23	25
Basketball	14	14
Bowling	7	7
Auto racing	4	8
Golf	3	3
Boating	3	x
Boxing	2	3
Hockey	2	2
Tennis	2	2
Skiing	2	x
Track and field	1	x

International recreation congress set for April, 1973

Vigorous endorsement by the Executive Committee of the International Recreation Association has confirmed full cooperation and involvement of the IRA with the Fondation Van Cle for the sponsorship of an International Recreation Congress in the Palais des Congres, Bruxelles, on the 5th, 6th and 7th of April, 1973.

Fondation Van Cle is a Belgian affiliate of IRA and will be the host agency. The theme for the congress is Leisure and Recreation in the Industrial Society.

IRA will contribute to program content and is also providing a group tour arrangement for recreation leaders from the United States, Canada, Mexico and Central America that will attend.

Individuals interested in attending this 1973 Congress in Brussels should contact IRA as soon as possible, at 345 East 46th Street, New York, N.Y. 10017.

Offer shooting preserve training

A shooting preserve management training course will be conducted again this fall and winter by the Winchester-Western Division of Olin Corporation, the Wildlife Management Institute reports. The course is aimed at improving the shooting preserve concept by making trained managers available.

Two managers will be trained this year. They will study preserve management, game bird stocking, hunter management and hunting dog training for six months. They then will transfer to the Max McGraw Wildlife Foundation at Dun-dee, Ill. for two months of game bird propagation study. Each trainee will receive \$300 per month along with books and other training equipment.

Candidates interested in the program should write for applications to the Conservation Department, Winchester-Western, Olin, East Alton, Ill. 62024.

Off-road vehicles threaten forests

The speed, range and noise of off-road vehicles—trail bikes, dune buggies and snow mobiles—should be reduced if the character of our national forests is to be preserved, a University of Southern California research study shows.

Dr. E. Phillip Muntz of Pasadena, associate director of USC's Environmental Engineering Program, says there is a delicate balance between close accessible areas and the "back country." Given the present character of national forests, hikers walk a certain distance to attain the relative isolation and quiet of land close to the natural state.

However, with the proliferation of long-range off-road vehicles, the hiker might walk for days and still be in the midst of crowds of motorcyclists. If we are to avoid this, thus maintaining the character of our national forests, either the impact of the vehicles must be reduced, or the forests would have to be expanded.

"If we opt for the latter, the trails would have to be lengthened by about a factor of five. Such a lengthening suggests a required national forest area increase by a factor of 25. Such an expansion is highly unlikely," Muntz said.

"For those who primarily enjoy the speed and noise of off-road vehicles, limited areas could be set aside for this essentially gymnastic aspect of their use."

Experts to speak at pollution congress

"Industry's Response to Environmental Problems" will be the theme of the first International Pollution Engineering Congress and Exhibition, to be held Dec. 4 in Cleveland, Ohio.

Registrants and speakers from some 20 countries are expected to participate in the most extensive combined exposition and conference staged anywhere.

Events will open at Cleveland's Convention Center Dec. 4. The Congress will run for three days, the exposition for four. Sessions and exhibits will emphasize that substantial investments are required if pollution control standards are to be met. They will stress that the technology to control industrial pollution is available, and that executives who are aware of the growing demands of government and community groups should be prepared to adopt control measures.



Cross country offers the natural pleasures of fresh air, self-propulsion, silence and 'a sense of peace'.

All Photos: Selling Sporting Goods Magazine

All you need is SNOW

Cross country, or tour skiing, is the newly-discovered snow sport of the '70's.

By Kathie Kull
Editor

It's easy to learn, easy to do, safe and inexpensive. Requirements for this sport are so 'bendable', it is said all you really need is snow and a pair of legs.

Cross country skiing is one of the fastest growing winter sports, for a number of reasons. It appeals to the born athlete as well as the person who can't really tell one end of the pole from the other.

Some manufacturers call it "new", but ski touring is actually the oldest form of over-snow travel. Settlers from Scandinavia brought it to our Midwest a little over a century ago, and the exploits of "Snowshoe Thompson", the Norwegian immigrant

who carried mail across the Sierras, were even celebrated on a postage stamp in 1857.

Trail skiing was such a natural sport, though, that it wasn't written about or taught in ski schools. Downhill skiing, on the other hand, became so popular in the '30's that whole schools, techniques and resorts were built around it.

Cross country finally surfaced from this relative oblivion in the '60's and by 1969, the number of enthusiasts was large enough to interest local ski, bicycle and outdoor shops in the business opportunities of ski touring. Suddenly Eastern resort towns featured touring lessons. The

Federal Government included touring in its nationwide projects for the improvement of outdoor recreational facilities. The Department of the Interior opened the national forests to touring. State forest and recreational departments, ski areas and outdoor organizations all joined the bandwagon. Ski touring had won its way back into the American winter way of life.

Why the sudden popularity?

"What attracts me to touring is that you can do it the first time you try, without feeling like a total ass."—That's the general

feeling among those who have found cross country to be easy yet enduringly fun.

This skiing is for everyone—the person who has never been on skis in his life, the intermediate downhiller, the sitzmark specialist and the summer hikers and cyclists who have been looking for a way to extend the pleasure of getting out of doors. Many people who camp and backpack in the summer are finding they can still return to nature on into the winter merely by donning touring skis.

This feeling of being alone with nature, the white silence, the cool wind and the feeling of self-propelled speed and control... these feelings make ski touring as much a new outlook on winter as a new winter sport.

What we're into here is purely fun, noncompetitive, fun to do alone or in groups and vastly attainable.

Cross country has very little in common with downhill skiing. In fact, it is more like bicycling, which, as everyone knows, is just about this country's most booming warm weather outdoor sport.

The parallels: Cross country is an "efficient" sport. You can travel from 5 to 25 miles per hour, covering up to 100 miles a day on a prepared trail, with ease, and the feeling is that it's all under your own power.

While it is decidedly not anti-social, it is not an out-doers sport. A great proportion of those now moving to cross country are those fed up with the crowded slopes, the \$10 lift tickets and the fancy outfits that characterize downhill. In fact, there is, like bicycling, something of a feeling of cheerful self-deprivation and humility. A



Cross country is the perfect winter sport for families and back-packers. Note the relatively light clothing needed.



The ski tourer uses a light, flexible, tough ski with a light, soft boot attached to the ski at the toe, allowing the boot to pivot vertically. This facilitates the kick-and-glide movement.

typical outfit for ski touring, other than boots and the skis and poles themselves, can probably be taken from the current wardrobe of any person who spends time outdoors

already. The knickers or jeans, long socks, flannel shirt, wind-breaker and ski cap, do the job but aren't all that stylish.

How much does it cost?

In fact, the clothing, as well as the equipment, in cross country is also much less expensive than in downhill. A family can outfit a group of four people for this sport for about what it would cost to equip one person for Alpine. If you rent from a shop, you can expect to pay about \$5 a day. Later you can buy your own gear complete for \$70 to \$100.

And equipment sales are definitely booming. In a recent story by Selling Sporting Goods magazine, a year by year comparison can be made. In 1969, cross country ski imports from Norway, Finland and Sweden were at approximately 30,000 pairs. For 1971, the figure jumped to over 156,000 pairs, according to the Department of Commerce. For the 1972-73 season, this figure will reach between 250,000 and 300,000 pairs of skis. And that doesn't even count the growing number of American manufacturers, one of whom reports 300 percent sales increases per year. There are an estimated 1 million Americans now counted in the ski touring ranks.

Getting down to equipment specifics, the ski tourer uses a light, flexible, tough ski made of wood, together with a light, soft boot which is attached to the ski only at the toe, leaving the heel free to rise and fall. This enables the tourer to move with his characteristic kick and glide pattern, much like an ice skater.

(continued on next page)

Racers constitute one segment of cross country skiers. Within a cross country club at your company, a race such as this might become an annual event.



Complementing this gear are light, springy bamboo ski poles, longer and lighter than those for downhill, and waxes that enable the skier to both ski straight up hills and to glide forward as well.

There are three common categories of touring ski, the most common being the traditional, with a width of around 58 mm at the binding. The least common is the racing ski, of 46 to 50 mm width, and extremely light weight. The lightweight touring ski, called *tur-lett*, *tur-langrenn* or *latu*, is a relatively new arrival, made possible by advances in wood fabrication. This ski, generally 50 to 53 mm wide, combines the structural design and quick response of the racing ski with the select hardwoods of the

standard touring ski; the result is a ski that is light, lithe, responsive and immensely tough.

Skis should reach from the floor to a point midway between the wrist and palm.

The ideal ski touring boot is ankle-high, soft and flexible. It looks something like a bowling shoe and fits snugly. Don't worry about room for extra socks. Gliding around the countryside your feet stay warm enough just from the exercise.

Also involved in absolutely necessary equipment are the waxes. A lot of people think that skiers who run just for the sake of exercise and pleasure don't need anything professional such as base or surface waxing. Not true. Careful waxing is essential

in order to provide a fast slide and a good climbing grip (remember, you "walk" up hills, you don't take a lift). There are more than twenty grades of wax—purples for warm weather, blues for temperatures around zero and greens for colder conditions.

How moves are made

Yet if all this on equipment is confusing you, the process of getting from one place to another on your skis should not. Another similarity to bicycling—while a small degree of grace is involved, just about anyone can learn this sport on his own in possibly half an hour. In one
(continued on Page 42)

Step-by-Step to A Cross-Country Trail

NIRA Administrative Assistant Bert Knitter converted an existing near-wilderness jogging trail into a ski touring trail last winter in a rural park in Broome County, New York. Based on his experiences, here are some guidelines for setting up a cross-country facility of your own:

1) Determine interest. As in any planning, hold an organizational meeting for any interested members, preferably in early fall. At this meeting, you might sponsor speakers on how to select and where to buy equipment and clothing, how to care for the equipment (including one special lesson on waxing) and general information on what plans needed to be made.

2) Whether you are adapting an already-present nature or jogging trail or expanding your own public or private area, once you have decided that enough people are interested, the next step is in studying the site itself. Why is it most suitable; what are its limitations? Analyze the terrain for variety and capability. How much work would it take to ready it for use?

3) Planning the trail. Choose a route or routes that offers sheltered as well as open spaces, flat as well as incline, lengths that can be expanded later in concentric circles around the original layout. Plan the conclusion nearby the starting point, so that skiers don't need to double back to go home, or plan dual routes with an end connected to the start by a pick-up-only driveway.

4) As early as middle September and no later than late October, go through the trail to check for obstructions and dangers. If the trail needs widening (five feet wide is adequate) foliage at this season is easier to prune. Notice the overhang, including branches that might be weighted down with snow later. However, prune with caution towards maintaining the natural surroundings. Fill in deep holes and remove large boulders, gnarled roots, etc. that might, even with a good layer of snow, damage ski bottoms or cause

injuries. These duties might be handled by park maintenance men on their usual fall rounds. Or it might be a good pre-season project for the newly-formed club itself.

5) Set up a clear, durable sign post system, to designate where trails divide or point out variable length trails off the standard route. These sign posts are also handy for the skier to check his progress periodically.

6) Although cross country is one of the lowest-risk sports around, it is common sense to set up some kind of safety patrol. In a highly populous area, the facility also might be used by downhill skiers, sledding parties or snowmobilers. Any of these are much more maneuverable than the lone ski tourer, and a collision could occur. About an hour before the trail closes each day, someone should patrol the trail for anyone who has become injured, lost or sidetracked for photography. In remote areas, the patrol could carry walky-talkies, flares and, of course, first aid kits.

7) Consider building a "warming cabin" at the start of the trail, a "re-wax station" (in case trail conditions differ from those the skier prepared for) about ¼ mile into the trail and convenient rest places at other stages. These could be just cleared areas around tree stumps or sawhorses, for waxing and other equipment maintenance. At the trail entrance, another good idea is a sign-in, sign-out procedure, primarily as the easiest way to check how many skiers are still on the trail.

The trail Bert set up covered three miles in all, a distance that took about an hour to run. With this length, though, and even on a geographically interesting course, some skiers may grow bored. "This program is perfect for a beginners group," Bert explains, a starting point for their practice before longer runs. "People who progress can then charter a bus for a longer run far away, but you'll always have a new bunch of beginners to use this area."

Meet Your Board

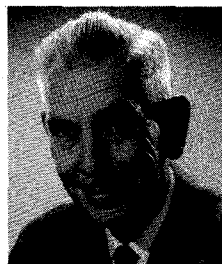


George Grigor



George Grigor has been with Kodak Canada, Ltd. for 31 years, Recreation Director for only five of those. But in those five years he has nearly doubled their recreation program. 2000 out of 2300 employees belong to the recreation club, and participation in the new activities George has started—ice hockey, mixed lawn bowling and slow pitch softball (the first team in Canada) among others—has boomed. Our Region 8 Senior Director credits NIRA with those ideas, picked up at conferences and Recreation Management magazine. "The confidence I get in talking with everybody has been invaluable to my job," he says. "Sometimes just learning an idea worked for somebody else shows you you're on the right track. Then, too, I get tremendous backing from the company when they see what I've done. With NIRA I've found you gain a lot, if you're listening."

Edward V. Meith (CIRA)



NIRA's Region 3 Senior Director, Ed Meith, has been at Eli Lilly & Company for 42 years, the past ten of those as Department Head of Employee Activities. In working with Lilly's club membership of 4,200, Ed sees the swing to more family-oriented activities as a coming trend in recreation in general. "We have many more younger employees," he says, "and they seem to want more activities for their whole family. This feeling is one reason for the great increase in our camping and softball participation." Lilly's softball program,

under Ed's direction, won a Certificate of Excellence award this year. In his opinion, he benefits the most from NIRA's office services, as well as the opportunity to get together with other directors "to see what to do and what not to do."

Charles J. Placek, Jr.



When Chuck Placek moved from Motorola's Chicago area to Phoenix, he found the biggest change to be the 12-month program at his new job. "Here you need to be aware of a much greater variety of activities year-around," he says. As Area Director of Recreation and Employee Sales, Chuck—NIRA's Senior Director of Region 7—sees his role primarily as one of guidance, implementing ideas brought forward by a 50-member volunteer recreation committee. "Our whole philosophy is based on using this committee as input on what

the employees want. We try to come as close as possible to meeting their suggestions." Chuck enjoys his NIRA affiliation as a group with common bonds and viewpoints. "When I feel isolated with a particular problem, I talk with counterparts for ideas and solutions, and find we're all in the same boat."

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Industrial Basketball and Industrial Recreation Help One Another



By Robert E. Dispenza
Director of Recreation & Parks
City of Rochester, N.Y.

About two years ago Henry "Hank" Mandara, the industrial representative from Stromberg Carlson, and Bob Dispenza, the City Recreation Director, met to discuss the plight of the Industrial Management Council basketball league. The rising cost of renting private gymnasium space along with other escalating costs, coupled with the diminishing industrial budget for basketball, was creating a crisis that would mean the end of the industrial basketball league in Rochester.

The City Recreation Bureau was also in a financial straight jacket faced with rising costs and a diminishing budget, and it too was having a difficult time staffing the existing facilities. This seemed to be the ideal time for an alliance that would be mutually beneficial, so both organizations entered into the new alliance with enthusiasm, if not some skepticism.

We are very happy to report that with the close of the 1972 season, the eight participating teams—Bausch & Lomb, Rochester Products, R. T. French, Rochester Telephone, Rochester Gas & Electric, Owens-Illinois, General Railway Signal and Delco—have proven an outstanding success. The league director, Bernie Voorhis,

K.A.D. Recreation Club, has indicated that the annual banquet and trophy presentation has been most successful.

It is interesting to analyze the marriage and see wherein the success lies. The industrial league required little or no supervision. It merely needed the space assigned to them, which was one gym in East High School's complex. They would adequately use the facility and discipline their own members, and take care of their own problems, so that the public recreation leader would not have to worry about problems in that gym.

The City Recreation can claim the credit for the attendance, and in fact, act in the form of a co-sponsor of this program. The City Recreation paid for the heat, light and rental of the facility, which was a minimum amount because the rest of the school was open under its jurisdiction. Also, the industrial league generated participants for other parts of the program, which included the swimming pool, slimnastics, ballet program and general gym program for boys and girls. As a result, the East High complex is a beehive of activity and supports the needs of City Recreation to use public school facilities for its program. The I.M.C. has become a strong booster for public recreation as a result of this program, and public recreation benefits from the patronage and the full facilities.

Hopefully, such activities will generate more family activities so that the whole family can come to the recreation complex at one time, while father, mother, son and daughter each do his own thing, and meet afterwards for a quasi-family activity for that evening. Perhaps Junior can sit and watch his father dunk a few baskets or he can go for a swim with mother and daughter, or participate in his own program. The option is open to the group, acting as a family or as a group of individuals.

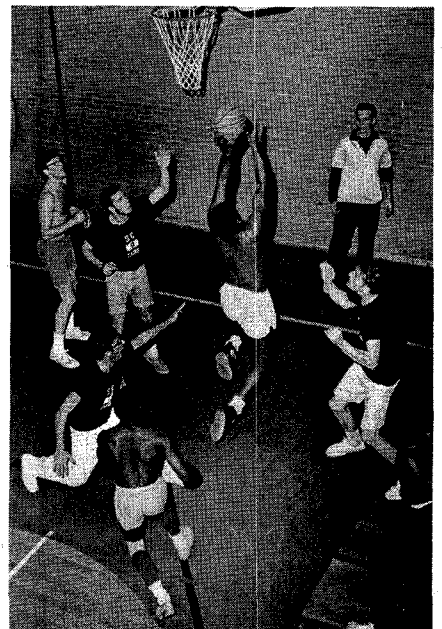
The "gang from the plant" can come down and watch or root for

their own favorite player. For the single man or woman, it is an ideal spot to meet on a social plane outside of the business relationship at the plant. Hopefully, these recreation activities, which normally would have died because of lack of financial support in the industry, will now flourish even on an austere budget. Also, the City Recreation can survive with less leadership required.

These ways of trimming the costs from programs for industrial and public recreation are very much needed in today's society. We are all aware of the belt-tightening going on all over the country, and only those programs that are able to survive on a reduced budget are going to survive at all.

Industry, with its large tax contribution to the municipal tax base, has a right to expect these recreation services, and the public recreation officials should look to these groups as a means to salvaging its own program, and generating more participants and more program on a reduced budget. We should not be pessimistic about what we can do, but be optimistic about what we should do.

Stromberg-Carlson players in action.





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Not everyone can ski, golf, play softball or afford a trip to Hawaii. *But every employee can bowl!* What's more: your bowling center will get your league rolling and keep it rolling. For you: no sticky details, no expensive outlays. Up goes morale. Down goes turnover. (Bowling team loyalties are incredibly strong!) *Small wonder 9 out of 10 recreational programs include bowling!*



THE NATIONAL BOWLING COUNCIL
1128 16th St. NW / Washington, D.C. 20036

Free for the asking . . . a valuable sample kit containing suggestions and materials for your employee bowling program. Ideas on how to get your league started, or—if you already have a bowling program—how to boost enrollment and make it do an even bigger job for you! A practical, working kit that belongs in every personnel department. Send for yours today!

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National Bowling Council
1128 16th Street, NW, Washington, D.C. 20036
Please send me your free sample kit for promoting employee bowling leagues.

name

title or department

company

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city, state

zip



nira news

Young Combinations at Pratt & Whitney

Plans are being formulated now for a Young Combinations, Singles and Married (21 to 35 years of age) club at Pratt & Whitney's Aircraft Club.

The purpose of the group would be to plan activities and events which would be of particular interest to younger club members, whether married or single. A swim party is set for the club's first event.

Johnson Travel Club Returns to Nassau

Four days and three nights of sports, shopping and sunshine are being offered employees of S.C. Johnson & Son, Inc. this coming November. The trip package includes green fees at the site of the 1972 Bahamas Open golf tournament. It is the club's second Nassau offering.

Over 8,000 Attend Family Day

Scheduled hours were 9 to 4, but visitors were spotted at 8:15 a.m. and as late as 5:30 p.m. at Martin Marietta's June 17th Family Day.

Guests ate 16,128 hot dogs and consumed 24,620 cold drinks as they toured the Orlando division plant's facilities and special exhibits. Disney World monorails, a laser holography show, full-scale Sprint and SAM-D missiles, an Orlando Twins - Lakeland Tigers baseball game and a total of 129 door prizes contributed to the festivities during the day.

Minor hockey at Dofasco

Dominion Foundries' Dofasco Club has opened its 1972-73 Minor Hockey league season for applicants, until August 15th.

Leagues are open to Dominion employee children only. Play will begin October 2, with three divisions—squirt, pee wee and bantam—ages 8 through 15.

Record attendance at retirees' picnic

More than 425 people attended the annual Caterpillar Retirees Club picnic last month, making it the largest on record.

The Peoria, Ill. group enjoyed ham, chicken, bingo and six hours of sunshine at nearby Glen Oak Park.

Oakland conference photos accepted

Please send the NIRA office immediately any photographs, black and white or color, you wish printed of the Oakland conference. If you have good contrast prints of conference activities you think others would like to see, we need them as soon as possible for the August post-conference issue of R/M. That issue will feature a full section of conference photos.

Board Sets Site for 1973 Conference

The Board of Directors of the National Industrial Recreation

Association announce Indianapolis, In. as the Conference site for its 32nd Annual National Conference & Exhibit. Headquartered at the Stouffer's Inn, the National Conference & Exhibit will be held June 18 to 23, 1973. The new Indianapolis convention center will be the center of NIRA's meeting, banquet and exhibit activities.

The Board of Directors have also awarded NIRA's Region IV (Southeast United States) the 1974 National Conference. This will be the first time the Association has met in the South in 33 years. No city or hotel has been selected for that Conference.

Teletype starts classes

This fall, Teletype people may attend college right on the company "campus". The Teletype Evening School Committee has arranged for Lewis College and Northeastern Illinois University to conduct evening classes at Teletype. Registration is August 14 with classes beginning September 5.

Students will be entitled to all benefits accorded on-campus students. Courses offered are in the areas of literature, language and business and are transferrable to any school in the country.

Charmin golf expands

Over 200 players participated in Charmin's American and National golf leagues this spring, necessitating the forming of new teams to the existing 12-team set up.

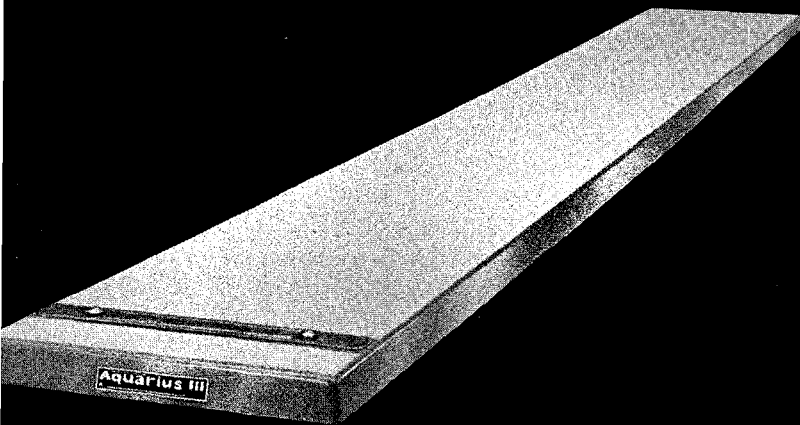
In order to crown a champ in each of the leagues in early fall, each team will play the other members of its own division twice during the season and meet members of the other division once. At the end of this schedule, the two divisional winners will play off for the league championship.

Motorola Radio Club

All Motorolans holding any grade FCC license as well as all prospective ham operators are invited to join the company's Franklin Park (Ill.) Amateur Radio Club.

some old, some new, but all incorporating

strength, lifetime durability and safety



A FEW REASONS WHY AMERICAN EXCELS IN DESIGN, STRENGTH, DURABILITY AND PERFORMANCE

- ✓ Better, sounder, more functional design in traditional and smart contemporary styling
- ✓ Heavier, stronger, far better materials in all components: rugged extra-heavy duty construction, unmatched craftsmanship
- ✓ Tested steel pipe Frames, not the cheaper "structural" grade or light tubing; all Hot-Dip Galvanized to rust-proof permanently
- ✓ Large, heavier Fittings of the very finest Grade-A Malleables with extra heavy-duty Fasteners, Perma-lock American Nuts. No rough, unsightly welds...no welded joints
- ✓ With Concrete Inserts, Ladder Brackets, Base Flanges and Anchors of super strong corrosion resistant Tenzaloy Aluminum

INTRODUCING AMERICAN'S NEW **Aquarius** FIBERGLASS BOARDS

Superbly crafted, incorporating American's new highly desirable modified taper design, these new American **Aquarius** Fiberglass Boards conform fully to Official Regulations, have rugged full width cores of laminated Douglas Fir encased in heavy layers of Fiberglass, thus assuring utmost strength, faster action, greater lift, unmatched flexibility, many more years of truly unequalled performance. Fulcrum areas are doubly or triply reinforced for still greater strength. No torque or twist. Lifetime non-slip Safety Tread will never get slick, need never be refinished. Boards carry generous Warranties. The very finest!

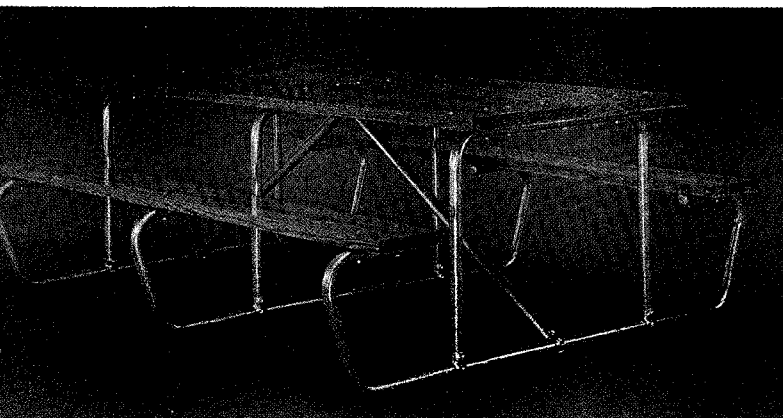
American's new **Aquarius I** Boards are designed to withstand heavy duty use at residential, motel and resorts pools; American **Aquarius II** Boards to withstand the extra-heavy duty use at park and public pools and beaches. **Aquarius III** and **IV** Boards, respectively, are the finest all-purpose and championship boards in fiberglass! Bases are drilled 12" on centers. Furnished complete with anchor plates, rubber pads and $\frac{1}{2}$ " anchor bolts.

Diving Boards

	10' long	12' long	14' long	16' long
Aquarius I	\$ 95	\$115	\$160	\$180
Aquarius II	115	135	180	195
Aquarius III		170	205	225
Aquarius IV		205	235	255

★ Aquarius I, II, III and IV Boards are fully guaranteed for one, two, three and four years, respectively, when correctly installed and used, with the 2nd, 3rd and 4th years equitably pro-rated. 10', 12', 14' and 16' Boards weigh 100, 130, 180 and 200 pounds.

American Playground Device Co., Drawer 2599, Anderson, Indiana 46011, U.S.A.



PORTABLE BENCH

Contoured comfort, strong and ruggedly built frames are perma-locked by heavy malleables. Maple seats and backs brightly color-toned.

4' Bench, 55 lbs	\$28.90
5' Bench, 60 lbs	\$31.30
6' Bench, 65 lbs	\$33.70



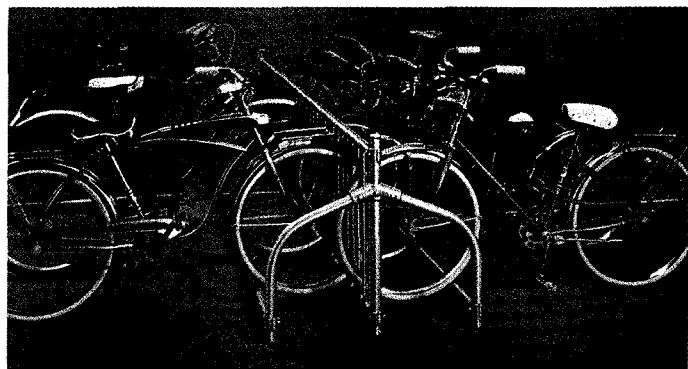
AMERICAN APPROVED PICNIC TABLES

Better designed, better crafted, much heavier, roomier, far more comfortable, American extra-heavy-duty Picnic Tables have seats, far larger 40-inch wide tops of 2" by 10" dense pine finished in natural, deep gloss DuraCote. Formed frames and braces are 1-2/3" tested steel pipe, perma-locked by heavy Malleable Fittings. Trussed 37" by 3-3/4" steel battens ruggedly reinforce the Tops. Hot Galvanized to rustproof. Strong, rugged and durable!

No. APT-P-6 Portable Table 6' long, 270 lbs... \$ 89.90

No. APT-P-8 Table, as shown, 8' long, 400 lbs... \$107.70

★ Or Permanent @ \$79.40 and \$97.40. 6' Tables need no center bracing.

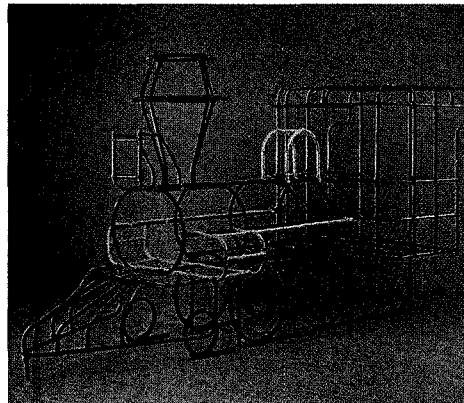
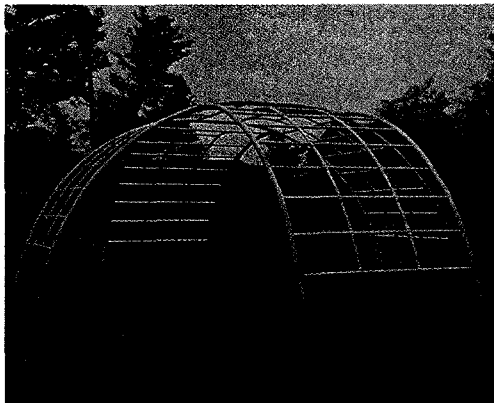
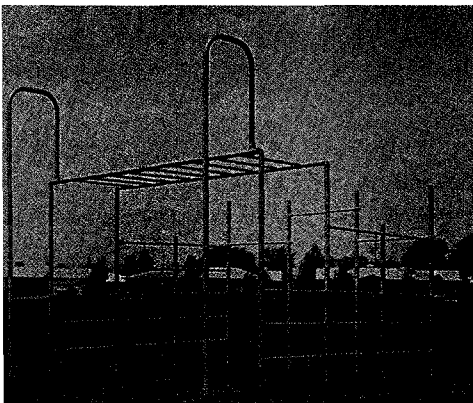


DOUBLE-FACE RACKS

	CAPACITY	PORTABLE	WEIGHT	PERMANENT
No. R- 5 Rack 5' long	11 bicycles	\$ 54.80	140 lbs	\$ 58.40
No. R-10 Rack 10' long	22 bicycles	\$ 77.40	225 lbs	\$ 81.90
No. R-15 Rack 15' long	33 bicycles	\$116.70	325 lbs	\$122.80
No. R-20 Rack 20' long	44 bicycles	\$149.90	420 lbs	\$161.40
No. R-30 Rack 30' long	66 bicycles	\$219.80	600 lbs	\$229.40

SINGLE-FACE RACKS

	CAPACITY	PORTABLE	WEIGHT	PERMANENT
R- 5-SF Rack 5' long	5 bicycles	\$ 48.40	110 lbs	\$ 51.90
R-10-SF Rack 10' long	10 bicycles	\$ 67.90	180 lbs	\$ 72.40
R-15-SF Rack 15' long	15 bicycles	\$103.70	260 lbs	\$107.80
R-20-SF Rack 20' long	20 bicycles	\$121.40	330 lbs	\$129.70
R-30-SF Rack 30' long	30 bicycles	\$182.80	490 lbs	\$188.40

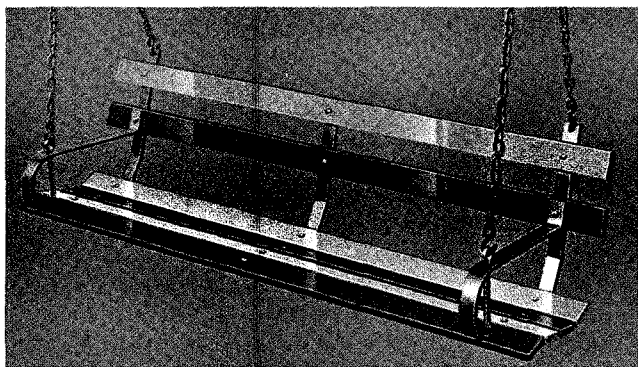


POPULAR AMERICAN PARK SWINGS

Strong, ruggedly built, American's porch-type Park Swing Seats are 6' long with comfort contoured arm rests and frame of 1/4" galvanized bar steel, finest Maple Seats and Backs are color-toned in DuraCote.

No. DPS Park Swing Seat without chains 70 lbs \$39.80

★ Or American's DPS-1 extra-heavy-duty Park Swing Set complete with all Frame Pipe, Extra-Heavy-Duty Hangers and Malleable Fittings, 240 pounds @ \$103.70. Please see large Brochure.



EXTRA-HEAVY-DUTY BICYCLE RACKS

Originated by American in 1937 and still America's most popular, most efficient Bicycle Racks. Clean crisp lines, tremendously strong, with 1-2/3" tested steel pipe mains and inset 5/8" pipe spacer bars all perma-locked by extra-heavy-duty malleable fittings. In use at most Universities, thousands of schools, playgrounds, Y's, libraries, banks and other firms. With eight legs per 10' section as compared to but 4 legs in others, much heavier construction and a lower center of gravity, American's Racks are much more stable, more efficient, stronger and far more durable. Shipped in assembled sections. Rustproof for life.

Meetings are held the third Thursday of each month. Licensed "hams" will receive assistance in upgrading their license; prospective "hams" will receive instruction in obtaining an FCC license. Weekly code classes are in full operation, too.

They're dancing at Brookhaven

The lively music of the Polish Krakowiak, the Swedish Hambo, Yugoslavian Kolas and scores of other dances is again being heard at Brookhaven Laboratory's recreation hall. The activity is part of the summer program of the company's Folk Dance Group. The two-hour sessions feature fun and instruction at all levels of dance skill.

Thursdays throughout the summer there are record hops, dancing to a more modern beat. Refreshments are available and comfort in dress is the key.

Mailographic bowling results

We are happy to announce the final standings for both men and women in the 1st national NIRA mailographic bowling tournament, NIRA's 25th bowling tournament overall.

WOMEN

1st—Pinspinners, State Farm Mutual Insurance, Bloomington, Il. Total 3-game score, including handicap: 2421.

2nd—ARA #22, Fischer & Porter Co., Ardsley, Pa. Total: 2319.

3rd—Gutter Dusters, Wisconsin Gas Co., Milwaukee, Wi. Total: 2316.

4th—T.C.A.E. Gals, Teledyne CAE, Toledo, Oh. Total: 2303.

5th—Merry Pin Ball Mixers, State Farm Mutual Insurance, Bloomington, Il. Total: 2280.

(Further standings to be released later.)

MEN

1st—Industrial 925, Falk Corp., Milwaukee, Wi. Total: 3366.

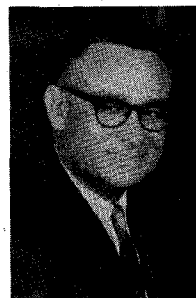
2nd—Impossibles, Teledyne CAE, Toledo, Oh. Total: 3214.

3rd—5 Hubbabbas, Allen

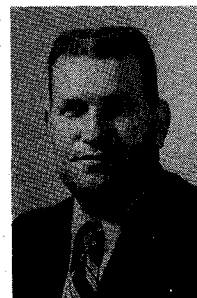
TRANSITION

APPOINTED: Kirt T. Compton, as Executive Secretary of the Kodak Park Athletic Assn., Eastman Kodak Company, Rochester, N.Y.

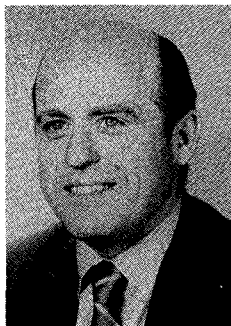
Compton joined Kodak in 1958 and ten years later, after a two-year school break, transferred to employee activities. He holds an associate degree in recreation from Monroe Community College.



Treadway



Heuston



Kelly

APPOINTED: Edmund L. Kelly, as acting general superintendent of the Chicago Park District, May 4. Kelly was appointed at a special meeting of the Board of Commissioners upon the resignation of Thomas C. Barry.

Kelly attended De Paul University and the University of Iowa majoring in physical education and played professional basketball with Oshkosh of the National Basketball Assn. He joined the Chicago Park District in 1947. In 1969 he was promoted to assistant general superintendent.

PROMOTED: Howard Heuston, to the position of Director of Physical Fitness and Athletics, Phillips Petroleum Company, Bartlesville, Ok. He succeeded Kenneth Treadway, who has become manager of a newly-created youth and community relations division in the company's public affairs department.

Both Treadway, athletic director at Phillips since 1955, and Heuston, his chief assistant since 1961, received their promotions effective May 1.

Heuston is well-known in U.S. amateur softball, having played in 10 national tournaments and being selected most valuable player in the International Softball Congress National Tournament in 1960. He holds an associate degree from Eastern A & M College and a B.S. degree in education from Oklahoma State University.

Treadway, during his tenure as Phillips recreation director, became increasingly involved in America's Olympic effort and is presently serving as manager of the U.S. Men's Olympic Swimming Team.

Bradley Co., Milwaukee, Wi. Total: 3182.

4th—Push buttons, Allen Bradley Co. Milwaukee, Wi. Total: 3174.

5th—Charlie's Team, Onized Club, Brockport, N.Y. Total: 3156.

(Further standings to be released later.)

MDC sailors keep cup

The Aerospace Challenge Cup, relinquished by Lockheed to McDonnell Douglas (West) last year, was successfully defended by the members of the MDC

Sailing Club in an all-out competition held recently in Long Beach (Ca.) Harbor and Alamitos Bay.

A determined field of 58 entrants from McDonnell Douglas, TRW, Lockheed and Litton contended not only with each other but with uncooperatively light winds. Twenty-three boats met Alamitos Bay, with three MDC skippers—John Palmer, Richard Kempster and Mike Shrubsole—all finishing in high positions.

The offshore race featured 35 boats, as Gil Davidson took first place. A total of 200 participants met later at the Long Beach Yacht Club.



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Shelburne-Dennis Miss America Pageant Special

SEPTEMBER 4-10, 1972



5 Days - 4 Nights

\$92.75

(Monday - Friday)

4 Days - 3 Nights

\$72.75

(Tuesday - Friday)

3 Days - 2 Nights

\$56.75

(Wednesday - Friday)

(Above Rates Per Person - Two in Room)

Single occupancy - Add 6.00 Nightly

3rd - 4th person in room half price

★ ★ "PARTICIPATE IN MISS AMERICA SWEEPSTAKES" ★ ★

★ Receive envelope on arrival with name of State contestant. If she becomes Miss America — your visit is COMPLIMENTARY.

Rates include deluxe Breakfasts and Gourmet Dinners daily

Rates do NOT include Tax or Gratuities

All Rooms Air Conditioned — Private Bath — Shower — Television

Plan A — 92.75 per person (Monday Arrival — 5 Days - 4 Nights)

Miss America Sweepstakes Entry plus Night Club visit Monday evening. Finest available reserved seats for Tuesday Parade and Preliminary Contests Wednesday and Thursday. Guided Tour Friday Rehearsals.

Plan B — 72.75 per person (Tuesday Arrival — 4 Days - 3 Nights)

Miss America Sweepstakes Entry plus finest available Reserved Seats for Tuesday Parade and Preliminary Contests Wednesday and Thursday. Guided Tour Friday Rehearsals.

Plan C — 56.75 per person (Wednesday Arrival — 3 Days - 2 Nights)

Miss America Sweepstakes Entry plus finest available Reserved Seats for Preliminary Contests Wednesday and Thursday. Guided Tour Friday Rehearsals.

Pageant Week Activities

Monday — Night Club Visit

Tuesday — Festive Illuminated Night Parade

Wednesday — Preliminary Contest

Thursday — Preliminary Contest

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BOARDWALK BICYCLING
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SKYTOWER
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OCEAN SIGHTSEEING BOAT TRIP
COMPLIMENTARY BEACH CHAIR
COMPLIMENTARY COCKTAIL
COMPLIMENTARY HAIRCUT
VISIT TO STORYBOOK LAND
VISIT TO CROWN JEWELS
OF THE WORLD
ICE CAPEDES (In Season)
AMUSEMENT PIER RIDES
SIGHTSEEING TOUR
STEEL PIER VISIT
VISIT TO OCEANWORLD
MINIATURE GOLF
POOLSIDE LUNCHEON
XANAZONE VISIT
COMPLIMENTARY MANICURE
COMPLIMENTARY SAUNA - STEAM ROOM
VISIT TO ADVENTURE VILLAGE
HARNESS RACING (In Season)

LEISURE BOOM:

BIGGEST EVER AND STILL GROWING

More free time, more spare cash—it's a combination that has set off an explosion of recreational spending in the U.S. An analysis shows its surprising scope.

A "leisure boom" that has grown to phenomenal proportions will push 105 billion dollars into the U.S. economy this year.

The money Americans are now spending on spare-time activities exceeds national-defense costs. It is more than the outlay for construction of new homes. It surpasses the total of corporate profits. It is far larger than the aggregate income of U.S. farmers. It tops the over-all value of this country's exports.

And estimates are that the dollar volume of leisure-time expenditures will more than double during the decade of the '70's.

A study by the Economic Unit of "U.S. News & World Report" shows the nature and extent of the boom, its market aspects and its dynamics. Charts on these pages highlight the spending patterns.

Main patterns powering the surge are these:

1. The rapid rise in personal income—totaling an estimated 920 billion dollars in 1972, a gain of almost 50 per cent in a five-year period.

2. More free time. For example, over 40 million people now work under conditions of employment entitling them to three-week vacations. A federal law on holidays, which became effective in 1971, provides five three-day week-ends each year. Also, a trend toward a four-day workweek has now become discernible, with about 2,000 companies now following that procedure.

3. Earlier retirement is spurred by improved private-

pension plans and higher Social Security benefits.

Where the money goes. Spending for recreational equipment and for admission to sporting events, movies, stage plays, concerts and other cultural attractions adds up to a whopping total of 50 billion dollars.

The most spectacular splurge is in purchases of products used in the pursuit of pleasure or relaxation—from bowling balls to bicycles, from color-television sets to camping vehicles, from cameras to cabin cruisers.

Dollar totals in sales of leisure equipment have increased about 52 per cent for the past five years. The rate varies sharply among individual items.

One reason for the spiral in equipment buying is the accelerating desire to "get back to nature". The lure of the great outdoors is proving more magnetic, year after year, statistics show.

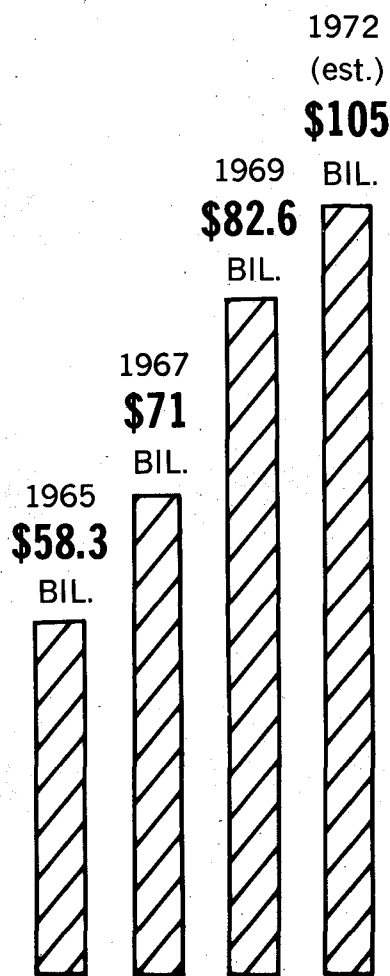
For instance, the National Park Service expects a record 212 million visits to its areas this year. The Army's Corps of Engineers, responsible for 8.5 million acres of land and water, anticipates more than 300 million visits to its preserves.

A survey by the Department of the Interior shows that 75 per cent of the U.S. population from age 9 upward is involved in some form of outdoor recreation.

The mounting interest in

**NOW: 105 BILLION
DOLLARS A YEAR
FOR LEISURE**

Spending for Leisure



Source: U. S. Dept. of Commerce, U. S. Dept. of Housing and Urban Development, American Automobile Association, Recreational Vehicle Institute, International Snowmobile Industry Association, American Land Development Association; 1972 estimates by USN&WR Economic Unit.

Reprinted from U.S. News and World Report, April 17, 1972.

... AND WHERE THE MONEY GOES

Based on estimates for 1972

Recreation—sports
equipment and
activities **\$50**
BIL.
or

48%

Vacations,
recreation
trips in U. S. **\$40**
BIL.
or

38%

Travel abroad **\$7.5**
BIL.
or
7%

Vacation land
and lots **\$5.5** BIL. or **5%**

Second homes **\$2** BIL. or **2%**

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& World Report, Inc.

TRAVELING FOR PLEASURE— ITS DOLLAR POWER

AT HOME

How Americans will spend \$40 billion on vacation and pleasure travel this year—

Food	\$10.0 bil.
Lodging	\$10.4 bil.
Transportation	\$ 8.8 bil.
Entertainment, other expenses	\$10.8 bil.

Source: American Automobile Association

ABROAD

Where nearly 6 million Americans spent \$6.8 billion abroad last year—

Europe, Mediterranean	\$1,675 mil.
Canada	\$1,150 mil.
Mexico	\$ 775 mil.
West Indies, Central America	\$ 450 mil.
South America	\$ 95 mil.
Asia, other places	\$ 300 mil.

PLUS: \$2.4 billion for the cost of getting there.

IN 1972: 6.3 million Americans are expected to go abroad, spend \$7.5 billion on their travels.

For goods and activities—

8 WAYS AMERICANS POUR OUT LEISURE MONEY

Recreation—sports equip- ment (airplanes, athletic gear, bicycles, boats, campers, toys, etc.)	\$ 9.6	\$18.0
Radios, TV sets, records, instruments	\$ 8.5	\$10.2
Books, magazines, newspapers	\$ 5.9	\$ 9.0
Admissions to sports, movies and cultural events	\$ 3.6	\$ 4.7
Clubs and fraternal organizations	\$ 1.0	\$ 1.3
Garden materials	\$ 1.1	\$ 1.6
Race-track receipts	\$ 0.8	\$ 1.1
Other "personal consumption" activities	\$ 2.5	\$ 4.1
TOTAL	\$33.0	\$50.0

Source: 1967, U. S. Dept. of Commerce,
industry trade associations; 1972,
estimates by USN&WR Economic Unit.

camping has triggered a boom of its own. Right now, there are 4 million camping vehicles in the United States, at a price scale going all the way from \$300 trailers to self-propelled, customized "motor homes" costing as much as \$25,000.

The recreational-vehicle industry estimates that its sales this year will amount to more than 1.8 billion dollars—of which "motor homes" are expected to account for 720 million dollars. About 72,000 of these will be manufactured in 1972, selling for an average of around \$10,000. Four years ago, the annual output of "motor homes" was only 13,200, valued at 114 million dollars.

"Motor homes"—equipped with facilities for sleeping, cooking, eating and bathing—are designed for those who want to camp or tour in luxury.

Less expensive are travel trailers, of which 200,000 are expected to be produced this year, valued at 680 million dollars. Average price: \$3,400.

Tent trailers and self-contained truck "campers" are popular. Estimated production total this year is 228,000. Retail value: 415 million dollars.

By 1978, the number of camping vehicles in use in the United States will nearly double, to 7.5 million, if projections are accurate.

The upsurge already is straining facilities in national parks and other scenic areas. In three national parks, the Department of the Interior has begun limiting visitors to wilderness areas.

New ways to get around. The "leisure boom" has given rise to many types of recreation vehicles—snowmobiles, dune buggies, minibikes are examples.

Snowmobiles are proliferating in astonishing numbers. By the end of this year's winter season, 1.3 million were in operation.

The ski-tracked vehicle can carry two persons at speeds up to 50 miles an hour. Average cost is \$1,000.

Industry spokesmen forecast sales of 600,000 snowmobiles in 1972. Sales of accessories—such as suits, helmets and sleds that can be towed behind the vehicles—will help to make the sport a billion-dollar business this year, it is predicted.

Skiing is another snow sport on which people are spending lavishly. In 1971, about 4.25

million ski enthusiasts spent 1.3 billion dollars on equipment, lodging, travel, lift tickets and entertainment at winter resorts, according to Ski Industries America.

Unseasonably warm weather in the Northeast—which does about 40 per cent of the nation's ski business—held down the number of skiers on the slopes this year, but industry officials remain confident that skiing will be a 2-billion-dollar-a-year leisure activity by 1974.

The comeback of the bicycle continues to delight bike manufacturers. Sales last year were the highest in history—8.5 million units. Industry leaders say the demand for their product is sure to keep growing. The Department of the Interior reports that there are 37 million American bicyclists.

The urge for fun on wheels has led to a minibike vogue. The minibike is a small two-wheeler, usually powered by a four-cycle engine of from 2 to 6 horsepower. These machines, which cost from \$130 to \$400, are especially favored by youngsters.

By the end of 1971, there were more than 2 million minibikes rolling along—10 times as many as in 1965.

Aquatic activities. Water skiing is a pastime that is attracting devotees in rapidly growing numbers. The American Water Ski Association estimated that 11 million people tried the sport at least once in 1971—spending 45 million dollars for skis alone.

Other forms of aquatic activity are generating plenty of business, too. There are 1.5 million surfboard users, about half of whom are true zealots.

It's a sport for the young. The average devotee is 17 years old. Average outlay is \$225 a year for equipment, beach fees and travel. Skin diving, too, has upward of a million regulars who spent around 30 million dollars for equipment in 1971.

More people than ever before are playing tennis. The 10.7 million who now enjoy the game buy 50 million dollars' worth of rackets, balls and accessories every year.

A wintertime variation that is catching on is platform tennis, played on a raised court that is only one fourth the size of the regulation tennis court. About 2,000 platforms have been built. The growth rate for players and courts is 25 per cent a year,

according to Richard C. Squires, one of the leading advocates of the game.

Golf, of course, is an important segment of the leisure-oriented industry. There are 12.25 million golfers and 10,500 courses in the U.S.

When green fees, club-membership costs, prices of golf clubs, rental of electric carts and other expenses are totaled it adds up to a 3-billion-dollar-a-year activity.

The turn to second homes.

One effect of the spreading determination to break away from routine is being felt in the housing market. At this point, about 2 million U.S. families own second homes—used for vacationing—and trade sources say that the number is increasing each year by from 150,000 to 200,000 units. Sales value is currently estimated at more than 2 billion dollars a year—almost 55 per cent higher than five years ago. The total is expected to double in the next eight years.

Vacation homes come in all sizes, shapes and degrees of cost. The two most popular architectural styles, according to "Vacation Home & Leisure Living" magazine, are the chalet and the A-frame. The magazine's survey also found that:

- Two thirds of vacation homes being built in the U.S. cost \$10,000 or more, exclusive of land costs. Nearly one fourth represent an investment of at least \$20,000.

- More than 60 per cent have three or more bedrooms; 50 per cent have two or more baths; 75 per cent have more than 1,000 square feet of living space.

- Among second-home owners, 86 per cent have incomes of \$10,000 a year or higher; 54 per cent exceed the \$15,000 mark. More than half are under 40 years of age and four fifths are married.

- More than half of the vacation homes are custom built; 40 percent are manufactured or prefabricated.

- Proximity to water is an important factor. The survey disclosed that 57 per cent of vacation-home sites are near a lake, a river or the seashore.

The "vacation condomin-

(continued on page 41)

The biosphere, that part of the earth in which life exists, has suddenly become an object of great controversy today. This is true because of the great awareness concerning the implications of the pollution of our environment. Organisms of different kinds and diversities are naturally endowed with the capacity to carry out their daily functional activities for survival within the framework of their environment.

Such activities are replete with by-products, which if unchecked, act in a manner to upset the ecological balance and to destroy the entire population. Thus, nature has its checks and balances controlling the activities of any given population of individuals in any given ecological setting. The checks and balances are in various shades and forms; competition within and between populations for the essentials of life—food, water, space, escape cover and predation. Some other physical factors include air, sunlight, etc.

Among humans, certain activities which are basically not necessary for survival physiologically may play important roles in tipping over the ecological equilibrium of our environment. Recreation—picnics, boating, hunting, fishing, hiking, bicycling, etc.—may, if unchecked, actually upset the balance between man and nature. That is why we sent out memoranda requesting our readers to feed this office with information of their activities that have affected the environment in a positive sense. The response has been favorable and comparatively encouraging. Among replies were The Salt River Project PERA Club successfully reclaiming a dumping ground and transforming it into a recreation facility. The PERA Club repeatedly oiled dirt roads for dust (a move essential in arid areas such as Phoenix), covered rock outcrops with a mixture of steer manure and silt and seeded the area with grass.

Such similar good work has been done by the Scovill Manufacturing Company of Waterbury, Connecticut; the Owens-Illinois Company of Toledo, Ohio and the Philadelphia Electric Company.

Scovill, for example, created its employee recreation program in 1944. Since then the facility has tremendously expanded around the general vicinity of the water

supply. There is restocking and fishing in the main reservoir, boating and a 500 foot beach and swimming area. In developing this recreation area, a lily pond, a swamp, wooded area and deep gorges have been used while still maintaining the natural beauty of the environment. Similarly, the Owens-

cooperatively installed fish reefs at Apache Lake. The reefs serve useful ecological purposes. They provide hiding places or escape covers for the fry and fingerlings, particularly from adult fish. From a recreational standpoint, they improve fishing in the area due to the increase in the fish population.

Fish reefs are common in foreign countries, particularly in areas where fishing is a major industry. In such areas, divers study the activity and habits of fish, thereby reducing overfishing and restricting fishing to only those periods when fish are more abundant. Such a study helps maintain the population within the carrying capacities of the lakes and rivers and so reduces the possibility of ecological imbalance between man and nature.

In Arizona, where such reefs are an innovation, they are made from tires bound together with nylon ropes, weighted with cement and staked to the lake bottom at a depth of about 20 feet below the surface. Ventures such as these can be easily organized by recreation management through work parties among their members who enjoy fishing.

The essence of this article is to discuss the ecological implications of such activities and to propose, if necessary, how management may continue to perform its recreation function without appreciably contributing to ecological imbalance in their geographical locations.

This brings into play certain characteristics of population growth such as the fish in question. Living organic populations possess what is called the "S"-shaped or sigmoid growth curve—a graph showing the trend in the pattern in population growth. The growth curve indicates the interaction of biotic potential and environmental resistance of the population. Biotic potential is the ability of a population to grow in spite of all environmental oddities.

A population has a tendency to grow in geometric or logarithmic phases, particularly after the individuals have acquired the necessary environmental resistance. At a certain point in its growth phase it attains an equilibrium, at which time natality equals mortality. This point indicates the carrying

(continued on page 37)

The Environment



and Recreation Management

By Geoffrey Ekechukwu
Arizona State University

Illinois Company has earned the Sports Foundation Gold Medal Awards through the Company's pioneering water pollution abatement efforts and the part they play in improved recreational opportunities. The Philadelphia Electric Company recently opened its new Muddy Run Fisherman's Park in Lancaster County, adjacent to the Company's pumped-storage generating station on the Susquehanna River.

Recently, the Salt River Project, in conjunction with the Arizona Game and Fish Department and the Tonto Recreational Forest Service,

WHILE ON BOATING FLOATING AIR

By Norman Phillips

The inflatable rafts used by Air Force pilots and crewmen during World War II did a fine job of saving the lives of downed personnel but they may have set back inflatable boating in this country by many years. Hundreds of thousands of them were sold off as war surplus after the war and a lot of American sportsmen unfortunately bought them. They soon discovered they were fine as survival equipment

with police aboard cruises the Seine day and night. In England they are used to patrol the North Sea. There is a very active racing program for inflatables in Europe, divided into classes according to boat size and engine horse power just as we do in outboard racing.

Jean Jaques Costeau uses a 19 foot inflatable for his whale-chasing expeditions and, just recently, several U.S. Coast Guard stations have bought a number of them as ocean rescue vessels. When the seas are too

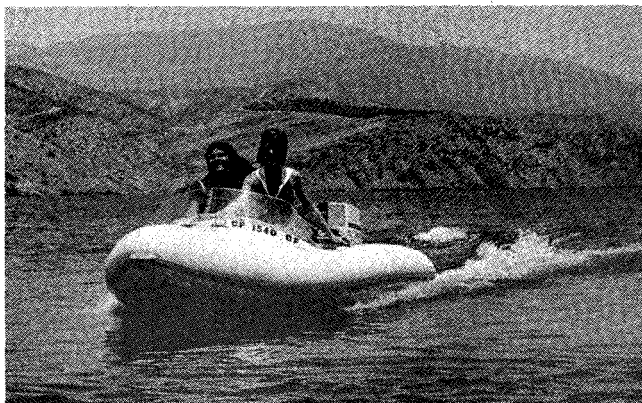
chambers, will extend aft of this transom as much as two feet on the larger craft.

This is what gives the inflatable so much lift; makes such a lightweight boat able to support a big outboard which might weigh 200 pounds or more.

Yes, they are light. A 12 or 13 foot inflatable will weigh only around 130 pounds; less motor, of course. Even the biggest of them will seldom weigh more than two or three hundred pounds. For this reason they are



An inflatable boat is so light it can be handled easily and launched even by small children.



Modern inflatable boats are capable of performing alongside any fiberglass, wood or aluminum boat of the same size, given the same size engine and equal loading.

but of little use for anything else.

It is only in the last few years that we have begun to discover in this country that it is possible to buy a boat made of flexible material which you inflate before use which is actually a boat; a fast manageable, comfortable and safe boat which will do anything that a hard-shelled craft of the same size will do and a lot of things that the conventional vessel won't.

Thirty years ago manufacturers in England and on the Continent began to develop such boats, some of them up to 19 and 20 feet long and even bigger. They are engineered to take the big outboards being made today and to plane out as fast or faster than their hard-shelled competitors. In France they are used as work boats, fire boats, police patrol vessels. A fleet of them

high and rough to take the big 85 foot cutter out, they make the rescue and save lives in a 16 or 18 foot inflatable powered by an outboard motor!

These are real boats, you understand, not the flat-bottomed rubber rafts sold as war surplus. There are certain design features common to all of the better brands. The bottom is usually of modified-vee design, having either an inflatable keel or a shaped wooden member which acts as a keel. It will have floor boards and stringers which are assembled and bolted together, then inserted into the bottom of the boat before inflation begins. It will have from two to seven separate, bulkheaded air chambers, depending upon which the outboard is mounted and the side tubes, or external air

fast, even when powered by the smaller outboards. I have, for instance, driven the Speedyak Bermuda fitted with a 10 HP Chrysler outboard and planed out easily with three full-grown adults aboard.

I have owned and operated many different makes and models of inflatables during the last decade, being one of the first boating writers to become involved with this type of craft. Everyone is getting onto the bandwagon now, but in those years I have been asked certain questions over and over again when I have launched my boats on lake or ocean.

The first one is usually, what happens if you run into a snag while on a plane, or run it into a rock jetty or a vertical seawall when you're doing, say, 30 miles an hour?

The answer is that if you run anything into a concrete wall at 30 miles an hour you aren't going to like it. You would probably be better off in an inflatable than any other type of boat ever built. The flexibility of the tubes filled with low-pressure air would probably be much like the automatically-inflating air bags that Detroit is supposed to be developing for automobiles.

However, I have no intention of trying it in several boats in order to make a comparison test.

As for running up over a sharp snag in the water—a pointed rock or a submerged tree stump, you'd probably be better off in an inflatable. Most of them are made from Hypalon, which is a nylon fabric impregnated with synthetic rubber. It is very tough, snag resistant and almost impossible to tear. You can slash it with a knife (a very sharp one) or puncture it with an ice pick, but other than that it's almost impervious. A snag which would stave a hole in a fiberglass or wooden boat would probably find the inflatable skipping right over the top of it; glancing up and over, as it were.

Are they much trouble to assemble and inflate? Not really, once you learn where everything goes. I'd say, on the average, it takes 15 or 20 minutes for a 12 or 14 footer, from carry bag to launch.

No, the inflation part isn't exhausting; it's easy. Most of the boats come with a foot pump. It isn't a bit like pumping up an automobile tire. In a tire, you have a small volume of air at high pressure, usually from 20 to 30 pounds per square inch (psi). In an inflatable boat you have a large volume of air at very low pressure, from 3/4ths pound psi up to a maximum, for one make and model, of 3 pounds psi.

As an example, the Speedyak Bermuda mentioned earlier need be inflated only to 2 pounds psi. to provide maximum performance and best handling characteristics with a 10 HP outboard. This is quite easy to do with the big-air-volume foot pump which comes with it.

The next question is usually, if you did punch a hole in it, wouldn't it sink right under you? The answer is no way. You still have two, three or more inflated chambers, depending upon size and model, which would keep you floating high and dry.

Meanwhile, a hard-shelled boat with the same size hole in the bottom would be taking a solid stream of water aboard and swamping.

Besides, it just doesn't happen. In the near-decade I have been using inflatables, I have yet to hole one. The material is a great deal like the stuff used in the tires on your car. You try not to drive over broken glass, but most of the time you drive your tires for 30,000 miles on up without puncturing them. An inflatable boat of good quality is no more delicate than your auto's tires.

People always ask me about price; how do they compare cost-wise with a hard-shelled boat of similar size and performance? Well, the market has quite a price range. Leaving out the real cheapies which are little more than water toys, the highest priced inflatables, made in England and France, are somewhat more expensive than a good quality fiberglass boat of comparable size.

The one brand I know of that does not fit this statement is the Speedyak, made in France and distributed in this country by Recreonics, Inc. This line sells for roughly half of its high-priced competitors. The ones I have used are not cheapies, however. All the important points—fabric, valves, bottom design—are top grade. The line just isn't as gussied up with epoxy varnish, fancy (and expensive) hardware and the like. As for performance, it will keep up with the most expensive inflatables and handles just as well as any of them.

Someone always asks, am I trying to say that inflatables will drive all the hard-shelled boat manufacturers out of business? What I will say is that for certain types of use an inflatable will do a better job than conventional craft.

First would be the outdoorsman who pulls a travel trailer. He can't triple-rig, towing a boat on a trailer behind his recvee, in most states. If he wants a boat he must get a car-topper and this limits him to a protected-water boat. I don't know of a cartop boat which could be considered safe on the ocean, a large tidal area or a big lake.

For the travel trailerist, an inflatable is ideal. It will bring (continued on next page)

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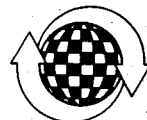
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Flick-Reedy . . .

(continued from page 2)

plies to its recreation and health programs as well. Employees are encouraged, not solicited, to form their own recreational groups and organizations based on their own real needs.

Among the 570 employees in the Bensenville plant (there are approximately 130 others across the country, primarily in sales), activities groups are allowed to "bubble up". "We feel that none of recreation should be in any sense regimented. It bubbles up from the bottom and then gets our encouragement," says Art Conrad.

A few of the activities organized in this way are the bowling league (vice presidents to janitors play), the golf leagues, the 'waist-watchers' club, the gun club, walking club and horseshoe pitching league.

In its current concentration on programs in fitness and health, Flick-Reedy employs the same individual approach. President Frank Flick, in his speech at the fitness session during the most recent NIRA conference, said:

"The challenge facing the Recreation Director is to guide each employee in selecting the kind of aerobic exercise that will be most rewarding to him, whether it be walking, jogging, cycling... or a combination of activities.

"Now, whereas it is a wonderful thing to launch the exercise habit in a corporate-sponsored group activity done in a company facility, it is my considered judgment that the only way we are going to ingrain the daily exercise habit in individual employees is to encourage them to continue the practice of exercise in their own homes, on a daily basis, with their families included in the exercise program."

This encouragement-only policy is carried over into the company's indoor non-denominational chapel and yearly family picnic. In the case of the latter, however, little encouragement is needed. One of Flick-Reedy's best-received outdoor activities for the whole family, the annual picnic (this year to be held August 13) features rides, games, refreshments, a midway and events for numerous prizes, including a "balloon launch" by the children.

Environment . . .

(continued from page 26)

capacity of the environment, i.e., the point at which the forces of the environment equal the population's resistance to it. This particular phase is the point at which every program of recreation management should aspire to attain.

Recreation managers should bear in mind that fishing, hunting or other acts of killing just for fun, when overdone, shift the environmental forces on the organisms hunted. This brings in a different equilibrium level, often contrary and destructive to that already established by the forces of nature itself.

Many factors other than fishing and hunting bring in environmental shifts. These may be in the form of a chemical change, e.g., removing toxic wastes and dumping them into a given locale, or a physical change such as a change in temperature of a given ecological system such as a body of water. The crux of the matter is that the carrying capacity is subject to change exactly as most other ecological factors and concepts.

Environmentalists have no objections to favorable alterations of our surroundings such as were mentioned at the beginning of this article. This attitude is maintained by the Environmental Pollution Panel of the President's Science Advisory Committee in its report on **Restoring the Quality of our Environment** (Nov. 1965). This panel defined environmental pollution as the... "Unfavorable alteration of our surroundings, wholly or largely as a by-product of man's actions, through direct or indirect effects of changes in energy patterns, radiation levels, chemical or physical constitution and abundance of organisms. These changes may affect man directly, or through his supplies of water and agricultural products, his physical objects or possessions, or his opportunities for recreation and appreciation of nature."

The underlying phrase here is "unfavorable alteration"—a phrase to which all recreation managers must unite to sustain in order to preserve man's opportunities for recreation and appreciation of nature. ■

Inflatables . . .

(continued from last page)

him back to shore through water so rough that big cruisers are wallowing and taking water aboard. Believe me, the worse the storm conditions the more I'd rather be in a good inflatable than any hard-shelled boat ever made.

So particularly suitable are inflatables for travel trailer owners that some dealers are showing a line of them on their sales lots, tying it into their recvee sales.

Another big plus is that you can launch an inflatable any place you can walk to the edge of the water, rather than requiring a ramp or hoist as does a trailer-borne craft.

Experienced SCUBA divers think they are the greatest ever. They can get back aboard one unassisted, even when wearing a wet suit and a double-tank rig.

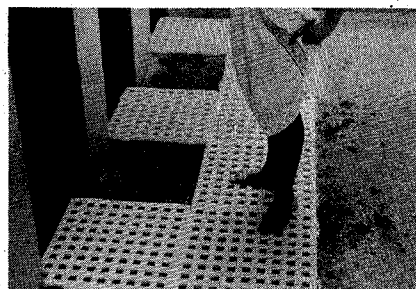
As for a dinghy or a ship's tender aboard a small or large cabin cruiser, the inflatable is perfect. It's light enough for one man to launch easily and, when you pull up alongside a friend's boat and go aboard, you don't have to worry about it banging up his topsides. Just tie it off and let it hit his boat if the current takes it there. It won't hurt anything, his boat or your dink.

Another big group of buyers are those people who live in the city, or a condominium, or apartments, and have no place to keep a hard-shelled boat on a trailer. Dead storage for a trailer-borne craft is darned expensive nowadays. The inflatable can be stored on a shelf in the garage or even the hall closet.

So if you've been looking for a new boat for your own use, or have been considering a boat for your boating club needs, give some attention to inflatable boats. ■

Norman Phillips has been writing in the field of outdoor recreation for 30 years. His articles have appeared in most of the major national outdoor magazines. He is also the author of **Field & Stream's annual Camping on Wheels**. He became interested in inflatable boats during his work as Boating Editor for *Skin Diver* magazine. Phillips is today recognized as one of the top authorities on this type of craft.

new products



Plastic drain matting

This one-piece polyethylene mat is perfect for use where liquids or powders create floor hazards and maintenance problems.

The 20 by 20 inch mat can be quickly interlocked and later disassembled. Drain holes provide maximum filtration while the ribbed surface adds safety.

This mat is a must for shower areas, behind bars and in marine locations.

For more literature, contact: Samuel Furiness Mat Co., Inc., Inman Ave. and Progress St., Edison, N. J. 08817



"Install-it-yourself" CB Radio

This Citizens Band Radio is a combination receiver-transmitter perfect for use on boats, in cars and other recreational vehicles. It doubles as a public address system, a

jack being supplied for an optional external speaker.

The unit is lightweight, compact, battery-operated and completely transistorized and provides reliable communications in the 27 megacycle band.

For further information, contact Ray Jefferson, Division of Jetronic Industries, Inc., Main and Cotton Sts., Philadelphia, Pa. 19127.



Five-model diving vest line

Five vests for scuba or skin diving, ranging from a professional to a student-rental model, have been introduced by Stebco Industries.

The Professional Model 45 (above) features expandable side gussets, large pressure relief valve, two CO₂ cylinders, a neck drain valve and nylon inflators. The unique gusset design and closure minimizes size and bulk for maximum diver comfort. Vests are guaranteed five years.

Write: Stebco Industries, 1020 West 40th St., Chicago, Ill. 60609.

Projector lens system

This system can quadruple the capacity of rear projection random access slide projectors. It allows up to 320 visuals to be stored and randomly retrieved from one "carousel"-size slide tray. Retrieval time is two seconds on the average.

The quad lens assembly is perfect for slide presentations of flow or systems charts, etc.

Mast Development Co., 2212 E. 12th St., Davenport, Ia. 52803.



Shooters' hearing protector

This new model is designed to give shooters superior hearing protection at all noise levels.

The colorful red domes allow a wide variety of headgear to be worn. It can be adjusted to be worn over the head, behind the head or over the chin. The model has an attachment which eliminates dome tilt thus assuring positive sealing and protection.

Write: David Clark Co., Inc., 360 Franklin St., Worcester, Mass. 01605.

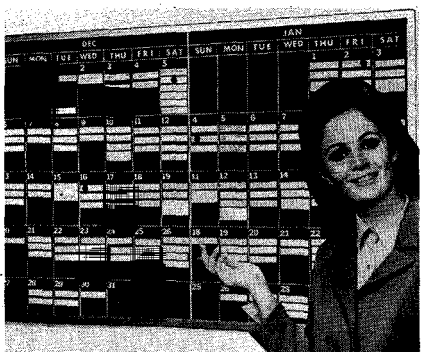
Adaptable vacuum cleaner

The model 760 external bag vacuum has power to spare for both wet and dry industrial applications. Equipped with a 2 h. p. motor, it vacuums oil spillage, metal shavings, all kinds of debris.

Other features include a heavy-gauge stainless steel tank, bypass motor with permanently sealed and lubricated bearings plus a three-inch caster for mobility.

For further information and attachments listing, write: Clarke

Floor Machines, 17 E. Clay Ave., Muskegon, Mi. 49440.



Magnetic scheduling calendar

To update these unique calendars from month to month, just rearrange the magnetic dates! No writing is done directly on the calendar, so no erasing or crossing out is needed.

Sizes range from one month with five items daily to one year showing 14 events daily.

More information from: Magna-tag Products, Mendon, N.Y. 14506.



Polyethylene ski launch

This patented launching platform could revolutionize the sport of water skiing. The launch is thermoformed from high density polyethylene supplied by Phillips Petroleum Co. (a NIRA member). Finished dimensions are 14 feet by three feet, two inches and 110 pounds. At the deepest point, the launch is six inches.

The launch can open the door to thousands of additional skiers, due to its grooved take-off runway which allows a skier to be fully waterborne immediately after leaving the platform.

This makes possible the use of a boat with a motor as small as

10 h.p. to pull a skier.

For further information, write Viking Engineering, Lakeville, Mn. 55044.

Lawn vacuum-thatcher

Ideal for home, estate, golf course or any other landscaping chore, this towable, motorized vacuum-thatcher has just been announced.

Thatching/vacuumping removes all debris and lets sunlight, moisture and fertilizer reach roots faster and easier, which prevents drying out in hot, dry periods.

For best results, this process should be done in spring, early summer or early fall. A 3½ h. p., 4 cycle gas engine powers the unit.

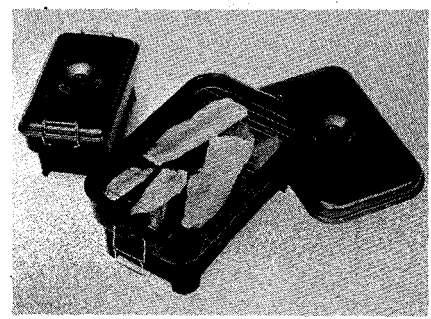
For details, contact John Grabske, President, Arctic Mizer Mfg., Inc., 2116 E. Norse Ave., Cudahy, Wi. 53110.

Spray-on lubricant

Clean and safe to use, a light spray of WD-40 will clean, lubricate, protect and remove moisture from any metal item.

Unmatched for protection of firearms, WD-40 is a liquid, non-greasy chemical that will keep your firearms and accessories working and looking like new. It will displace moisture and lubricate at any temperature, penetrate to free rusted parts, protect against rusting or fingerprints, leave no messy residue and will not harm paint lacquer, plastics, rubber or woodstocks.

Write WD-40 Company, 5390 Napa St., San Diego, Ca. 92110.



Fish & game smoker

Have mouthwatering smoked fillets in as little as seven minutes from lake to ready-to-eat.

This Swedish fish and game

smoker can be used inside—under range vent or in fireplace—or outside. The two size models operate on alcohol or menthol-based fuels and come completely equipped.

More information available from IPCO Inventors Products Co., 541 West 79th St., Minneapolis, Mn. 55420.



Plastic bike plaques

"Bicycles are smog free" is the theme of this bicycle equipment line. Plaques, iron-on badges and back packs are all available with that saying as well as "Drive carefully-I bruise easily."

Do your bit for ecology's cause and have fun biking, too.

For ordering information, write: R. J. Makoul and Co., 4249 Overland Ave., Culver City, Calif. 90230.

Versatile turnstiles

Designed for fast, accurate crowd control with safety and security, these "space saver" turnstiles are ideal for arenas, theatres, parks, swimming pools and libraries, as well as in subway and bus transit systems.

Major options available include a six digit recording register with locked cover plate, remote electric release and coded card key release.

Both the floor model and the portable model are offered with either right or left-hand rotation with foot pedal lock on all non-electric release models.

Write Coin Handling Division, Keene Corp., 4619 No. Ravenswood Ave., Chicago, Il. 60640.

Professional Services Directory

Due to each director's need for contact with professional recreation and facility planners, as well as educational services, this listing is now available. Professional architects, facility planners, consultants and educational service companies who wish to be listed in this monthly directory should contact the R/M National Sales Office in Chicago.

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Vancouver....

(continued from page 7)

Orient in delightfully "foreign" surroundings. Of course, the flavor of the sea is very much a part of dining in the city, and several fine restaurants—a few on converted ferries right on the waterfront—specialize in succulent salmon, King crab and shrimp.

Shopping ranges from the boutiques, galleries and antique shops of Gastown and the Robsonstrasse to the fashionable department stores stocking imported merchandise (English bone china and British woolens are bargains) plus many native Canadian items, including Eskimo carvings and hand-made Indian sweaters.

But one commodity available nowhere else is the setting, and the recreational opportunities that go with it. Outdoor life is just minutes from downtown. You can ski in the mountains, swim at countless beaches, golf year-round, fish deep-sea or fresh water, watch the Canucks at pro hockey, enjoy horse racing at Exhibition Park, play tennis, go sailing or view the rarely-seen

(to the American) soccer, lacrosse or cricket. The choice is almost endless. And so is the scenery.

Stanley Park, a thousand-acre mixture of wilderness, beaches, scenic drives, rose gardens, totem poles, zoos and a forest so thick you can get lost in it within sound of downtown traffic. It's a spot for ethnic festivals, the aquarium is excellent and there is a miniature train ride to thrill the kids.

As a base for further excursions along the beautiful British Columbia coast, this is the gateway to thousands of miles of wilderness water, forests and mountains. A cruise or ferry ride of only a few hours takes you so far into the solitude, you may forget the nearly one million people of the Greater Vancouver area are just over the next mountain peak.

One unconventional sport is to be helicoptered into remote high country for a few days of hunting mountain goats with bow and arrow. If you try it, you should be an experienced camper and woodsman, because if the weather closes in and scrubs your helicopter pickup, you have to hike to civilization, and many roads stop after a few miles from ferry terminals.

For the less adventurous, the big, luxurious cruisers or more native ferry boats offer sun, quiet and the invigorating salt air. One popular jaunt is to Vancouver Island, often confused with the city, but a world of its own. The island is nearly 300 miles long and 60 miles wide, with only the east coast, facing the mainland, habited. The rest is made up of 7,000 foot mountains, high lakes full of trout, pinewoods that seem endless. The west coast is nothing but unspoiled shore, recently made into a National Marine Park to keep it free of commercial clutter.

A must on the island is the 19th century aura of Victoria, British Columbia's capital, where you enjoy high tea, ride London buses, shop or just dream of the glory of the past. The Parliament Buildings and glorious Butchart Gardens are two spots you'll never forget on this altogether unforgettable island and city of turn-of-the-century splendor.

From the awakening big-city feeling of Vancouver itself to the charm of the coast and Vancouver Island, this area of British Columbia cannot be surpassed for variety and novelty of tourist interest. ■

Leisure Boom . . .

(continued from page 25)

ium"—at seashore and other resort areas—is proving to be appealing to those who prefer apartment-style living.

These homes—rising in formidable numbers—can cost as little as \$15,000 or as much as \$80,000.

A new boost for the vacation-home market appears to be imminent. The Federal Housing Administration is preparing to insure second-home mortgages. Officials of the Department of Housing and Urban Development say that the insurance may be available as early as next year.

Race for vacation land. Complementing the interest in holiday homes is a flourishing market for vacation land and lots. According to the American Land Development Association, a trade group, there are now 9,000 vacation-land-development firms in the U.S. Last year, the ALDA estimates, the industry sold 650,000 lots, valued at 5.5 billion dollars.

The average vacation lot sells for \$9,000 and is only one quarter of an acre in size.

The cost is high because more and more developers are offering special amenities for community use, such as clubhouses, riding stables, tennis courts, marinas, swimming pools, private beaches and ski slopes.

One land expert comments: "The public is demanding the better life. People don't want a lot on the far corner of some farmer's acreage. They want all the conveniences and they're willing to pay for them."

All levels of government are participating in the land race.

The Federal Government, from 1965 through July 1, 1973, will have provided 1.6 billion dollars for acquisition of recreation lands. Part of the money—channeled through the Land and Water Conservation Fund—is earmarked for State and local governments in a matching-grant program.

Mainly through bond issues, States and localities have raised about 1.8 billion dollars since 1965 for recreational purposes.

Some of this ties in with the federal matching funds.

The search for fun. With all their spending on home-area sports and vacation cottages, Americans keep showing increasing mobility.

This year, according to latest estimates of the American Automobile Association, 40 billion dollars will be spent on domestic pleasure travel. This—the second largest component of the leisure budget—includes vacation trips, overnight journeys and sparetime jaunts of more than 100 miles.

Just getting to and from vacation areas, motorists will drive more than 300 billion miles in the U.S. this year, the AAA estimates. That is 33 percent of the total estimated mileage for privately owned vehicles. The AAA says that 90 per cent of all domestic pleasure travel is by automobile. About 85 per cent of all such travel is for distances of 300 miles or less.

Travel abroad is attracting more and more Americans. This year, indications are that about 6.3 million U.S. citizens will go to foreign countries on vacation trips.

These travelers are expected to spend 7.5 billion dollars—a 700-million-dollar increase over 1971.

Devaluation of the dollar—which has been cheapened by about 12 per cent, on the average, in relation to European currencies—is not expected to deter U.S. tourists from going overseas in record numbers.

A spot check of advance bookings on transatlantic airlines indicates an increase of 8 to 10 per cent over last year's tourist travel. Many travelers cut costs by using "group inclusive" rates, which are appreciably lower than basic individual fares.

Worry about inflation, the political scrambles in a presidential election year, tax burdens and other considerations have little effect, the statistics show, on "escape" spending.

There is impressive evidence that satisfying the leisure-time desires of the people of the U.S. is a growth operation with few parallels. ■

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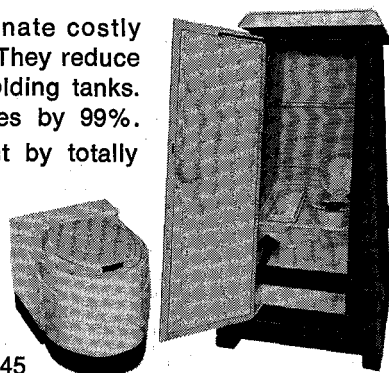
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Cross Country

(continued from page 14)

afternoon you can learn all you ever need to know about cross country skiing. It is simply walking around on the snow, aided by those special skinny skis, and even if you hate heights and speed and are terrified of regular skiing, you may well become a cross country addict.

The general movement is like shuffling along a smooth glass floor while wearing heelless slippers; the front of your foot maintains contact with the floor and controls the movements of the shoes, the heel moves freely. When you step from one ski to another, the ball of the foot and

your toes will exercise nearly all control of the ski.

Starting out on your own, look for a golf course, a park or a patch of very open woods which is essentially level, but with some barely perceptible hills. Put on your skis and start your first walk going any way that seems comfortable. Then, after you have gone a little bit, walk around in a small circle and start back. (This type of learning process is fun with a group, too.) This breaks in new powder. By the third pass, the track will be smoothed enough to think about adding the glide.

Where is it done?

Tour country is anywhere there is light snow and a route with easy ups and downs. Many resorts across the country have special groomed trails, but you don't have to devote a weekend to traveling far away. In cities try parks, campuses, bikeways, golf courses, or ski to work. In the country, try unplowed country roads, woods, meadows, farmland, campsites, hiking or nature trails.

While you're out alone or in a group, cross country is even better teamed with something else, like backpacking or outdoor photography. The whole family can carry a picnic lunch, to be eaten on some abandoned picnic table, right along with the waxes and accessories.

And ski touring is logically very good for your health. Once you're doing it, you get much more exercise, minute for minute, than you do in downhill skiing. Studies in Norway have shown that langrenn competitors (Langrenn is the competitive side of cross country.) have attained the best over-all physical development of any kind of athlete. You use every muscle. Even if you're not very good, you get the full mental benefit from it.

Is it safe?

Astoundingly so. The Ski Touring Council says there has not been a single reported injury. One reason: since your heel swings loose, there's no chance that your foot will get twisted on the ski. Another: since there is no plunging down steep slopes or competitive speed, ski tourers take fewer risks.

Despite its safety record, like

any outdoor sport, ski touring can have an element of danger. The Ski Touring Council recommends the following precautions to anyone going out on longish trips:

1. Parties should consist of at least three.

2. Do not underestimate the time required. Deep snow and windfalls can slow progress to a fraction of a mile an hour.

3. Do not get overheated while climbing. Wear light clothing that can easily be opened.

4. Carry along at least one extra upper garment and a snack to eat.

5. Take along a map and a compass if you are not thoroughly familiar with the terrain. A pocket altimeter is also useful. Take also a spare aluminum ski tip, a cigarette lighter to make a fire, a flashlight and whistle to attract attention in case you get lost.

6. Before starting out and on returning home from a trip, advise the ski patrols if you are near a ski area, a ranger at a state or national park, or a farmer, as well as friends.

For more background

If you are in an area already in use by downhill skiers, the local ski shop should have information and even instruction available for cross country.

If your local area is far from any resort facility, contact The Ski Touring Council, West Hill Road, Troy, Vermont 05868. This national organization can send you data on where and when special workshops are being held, information on special events and races and more tips on equipment purchase and maintenance.

The New Cross Country Ski Book by John Caldwell (Stephen Greene Press, 1971) is another source. ■

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The following NIRA Publications may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

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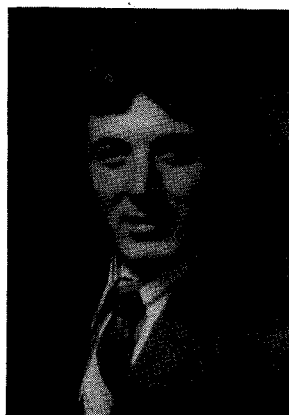


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First full-time NIRA intern



Mr. Demko

Greg Demko is presently spending ten weeks as a full-time intern in NIRA headquarters under the supervision of Mike Fryer, the association's Executive Director.

Greg is a Recreation and Park Administration major and Physical Education minor from Western Illinois University. This internship will complete his schooling and precede his entering the field of industrial recreation this fall.

Greg was present during our 31st annual conference in Oakland last month. He helped with many of the arrangements and last-minute plans that aided the successful functioning of the conference.

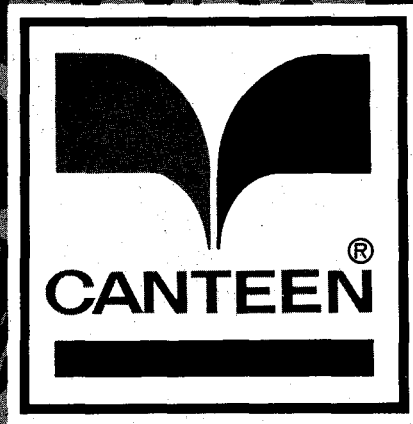
"I would like to thank Mike Fryer for making this great opportunity available to me and for inviting me to the conference," Greg says. "After making the acquaintance of many of the delegates present at the conference, I am looking forward this fall to joining the ranks of such personable and dedicated individuals. Industrial recreation has a wonderful product to offer its members, and its future potential seems inexhaustible."

As intern, Greg's duties will consist of: association management, recreation administration, program planning, financial management, organizing and publishing of NIRA publications, public relations and office procedure and equipment usage.

Greg is from Chicago, is married and has a seven-month-old daughter. He served on active duty in the U.S. Air Force as a Munitions Specialist from July 1965 to 1969.

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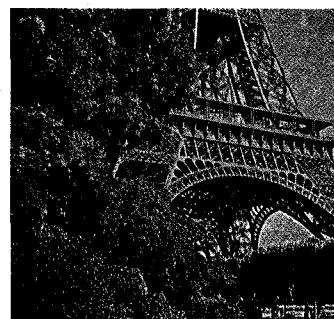
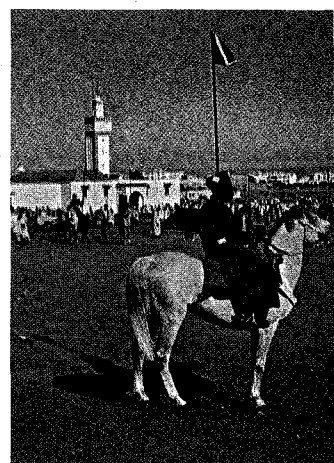
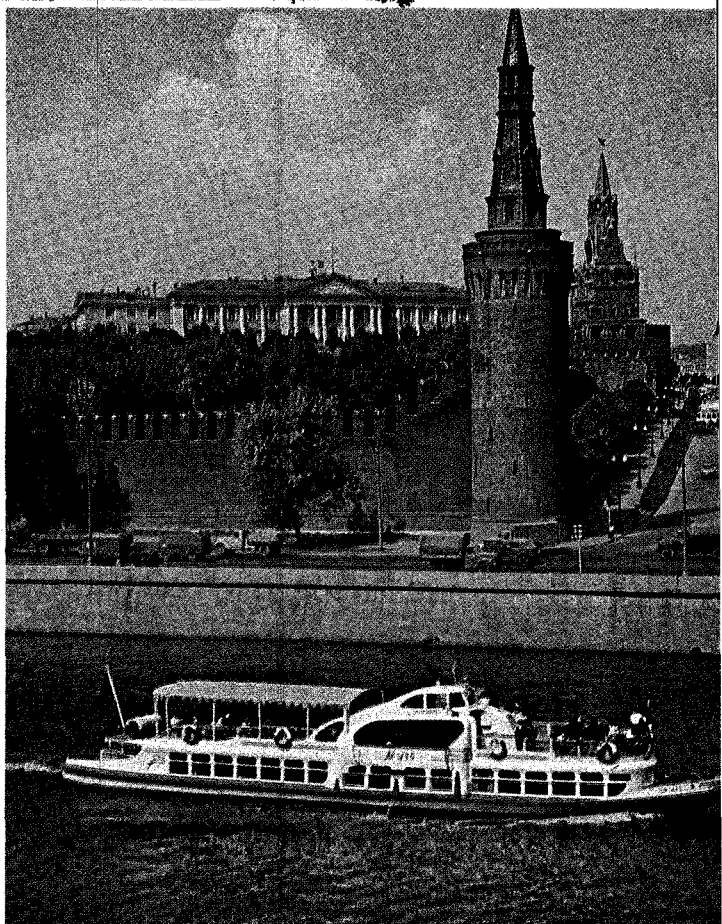
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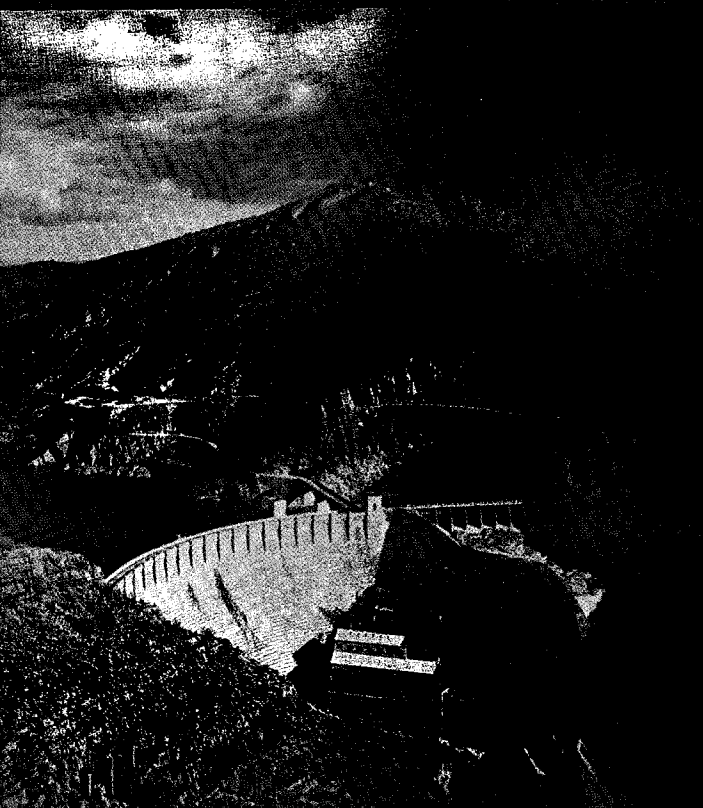
recreation management

THIS ISSUE:

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Gary D. McCormick, N.I.R.A. President for 1972-73



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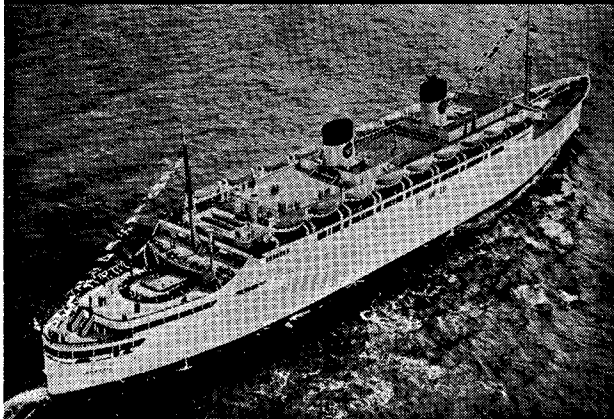
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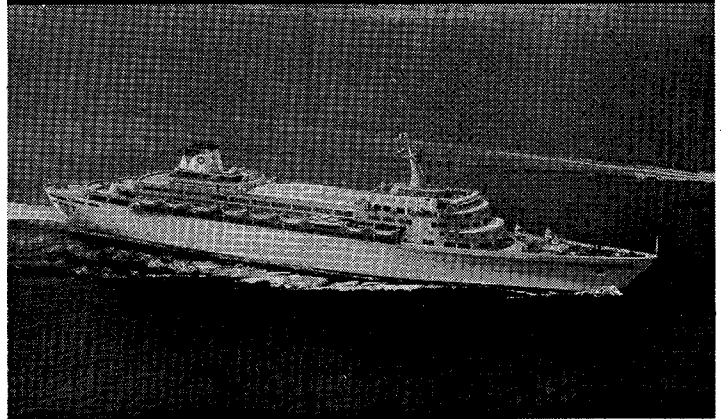


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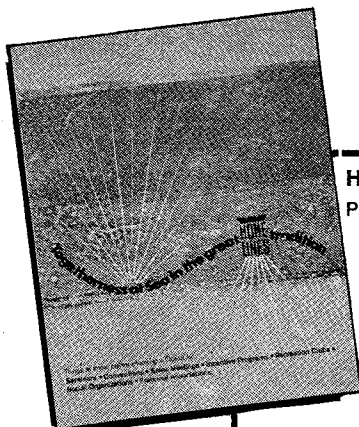
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Editor's Note

From our firsthand impressions, comments from those who attended and our financial statements, last June's 31st National Conference and Exhibit in Oakland was a great success. This issue is a summary and permanent record for those of you who attended and a first look for those of you who did not attend but would have liked to. We recount that event's awards, activities and atmosphere.

The educational session with the highest attendance turned out to be "The Fastest-Growing Activities". Here are transcripts of that discussion by five sporting goods experts.

"Employee Recreation—No Longer a Stranger" was the acceptance speech by W. W. Keeler, named NIRA's Employer of the Year at a barbecue luncheon.

This month's company profile features the Dofasco Recreation Club of Dominion Foundries & Steel, Ltd., 1971 winner of the United Savings—Helms award for best employee recreation facility. A partner article describes the growth and significance of the Helms Foundation, the

organization making this and so many other awards possible.

Gary McCormick, President for 1972-73, and his PERA Club at the Salt River Project, are the subjects of our cover story (see page 6).

We also include six pages of photographs of conference personalities and activities, testimony that I really did have film in my camera all the time.

Our series on program income continues next month with "Fees and Charges", a conference education session topic, discussed by Lockheed's Ken Wattenberger.

We hope this issue will remind you of what you gained (or what you missed) at this year's NIRA conference.

Kathie Kull

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Respectfully,

Michael A. Fryer

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Executive Director

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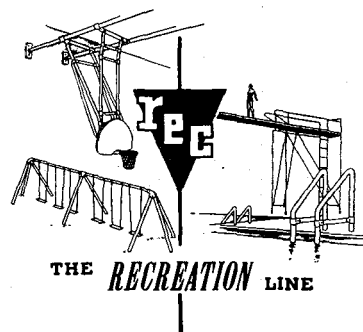


Custom-made Novelty Packages

Since 1933, "The Recreation Line" has been a leader in design, production, quality and engineering service in the manufacture of playground, swimming pool and indoor basketball backstop equipment. Many of the pipe sizes and fittings are used interchangeably among all three of the lines—and since Recreation is the only national manufacturer of playground, pool and indoor basketball backstops, this has given them the unique opportunity to engineer and apply many original and superior designs to their products.

Specializing in heavy-duty, commercial-type equipment, the Recreation Equipment Corporation has shipped all over the world to NIRA company members, schools, municipalities, motels, mobile home courts, YMCA's, industry, country clubs, Armed Forces, fraternal clubs and housing projects. Just this year, a box-carload of playground equipment was shipped to Anchorage, Alaska School District, and four trailer loads of outdoor basketball backstops were shipped to the

Armed Forces in Europe. Their indoor basketball backstops are used by Purdue University, Notre Dame, Indiana University, the University of Mississippi and the Philadelphia 76ers. The University of Tennessee chose RECREATION to equip their Olympic-



size indoor and outdoor pools.

RECREATION's playground line consists of climbing gyms, slides, swings, merry-go-rounds, see-saws, bicycle racks, horizontal ladders, giant strides, picnic tables, goal posts and flag poles.

Their swimming pool line includes aluminum, fiberglass and wood diving boards, galvanized and stainless steel diving frames, pool ladders, guard chairs, pool cleaning equipment and checking room equipment.

There is a line of indoor basketball backstops complete with swing-up and stationary ceiling suspended units, wall mounted and portable types.

A large inventory of parts and materials is always available for prompt service on NIRA and other orders. Design and layout services are maintained to assist with your special conditions. A large dealer organization numbering over 600 can give personal attention in most areas of the U.S.

For more information, contact John D. Nash, Recreation Equipment Corp., P.O. Box No. 2188 - RM, Anderson, Indiana 46011. ■

Saunders Mfg. & Novelty Co. has been serving American industry since 1878. Mr. Dave Shanker is the company's Director of Sales, who has exhibited and worked with NIRA and its members for 21 years. He is well-versed in the needs of serving industry in its novelty needs for Christmas parties, industrial premiums and advertising specialties.



Shanker

Saunders' forte has been in supplying and working out programs with recreation directors and organizations, offering custom-made packages of toys for all age groups. The company will also supply individual toys and even gift wrap them for different age groups, a service which alleviates much of the last-minute duties of the company recreation department. Shanker emphasizes that all toys Saunders supplies are selected on the bases of 1) their suitability to universal age groups and 2) their total safety for children.

Shanker adds, "We will be glad to send samples of our toys, party favors or specialties on request to any NIRA member. And as a special consideration, within a radius of 500 miles we will make personal contacts to show them."

"We have found through our years of experience in recreation that when we can help an industry

make its employees' children happy, that industry will have contented workers at a very low cost per employee," he says.

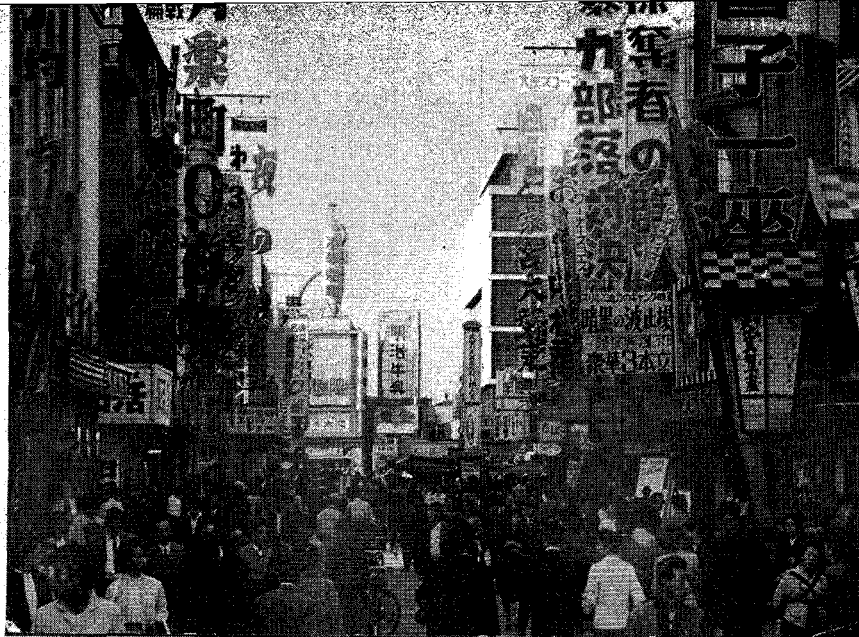
There are no other activities, according to Shanker, that give the company greater return per dollar spent than those activities which please

SMN

ESTABLISHED 1878

the family of the employee. Christmas parties, summer picnics and other such activities are the only activities that more than 80 per cent of all NIRA company employees and their families can participate in as a group.

If you have not had any of the above named activities at your company, and would like to, you may obtain further information regarding quantities needed, special rates and a break down by age group, by calling or writing directly to Mr. Dave Shanker at Saunders Mfg. & Novelty Co., 1640 Superior Avenue, Cleveland, Oh. 44114. Phone: (216)241-3817. ■



Asakusa, one of Tokyo's largest downtown amusement centers.

Japan's Timeless Charm

Travel Spotlight

The Oriental influence in today's fashion and the recent exchange of ping pong teams are two signs the East and West are moving closer together day by day.

A prime example of the "westernization" of the East is Japan, a nation now challenged with finding a continuing encore for Expo 70 and the attention it received from those one million visitors from abroad.

For the past several years, visitors to Japan from abroad have been increasing at an average rate of 15% a year. Tourists from North America continue to represent a major portion of this figure.

To some, the name Japan means fragile cherry blossoms ringing an ancient pagoda. To others it is thriving business and industry, with Tokyo, the world's largest city, as its center.

What makes Japan particularly attractive to visitors is this special capacity to artfully blend the old with the new, the placid with the frenetic. In spite of the incredible rate of growth and modernization of her industries, the traditional way of life is carefully preserved in the day-to-day life and customs of the people.

In this age of jet transportation, great distances are no longer a deterrent to some travel destinations. So it is with Japan, as flights from almost every major west coast city in America are available several times a day. As a further courtesy, some sightseeing tours now feature multi-lingual tour guides or multi-language tapes in five languages.

The new Tokyo International Airport, to be operational next spring, will have a capacity three times that of its predecessor—5,400,000 persons. The 125 mile-per-hour bullet trains are another transportation innovation in Japan's rail system of tomorrow in operation today.

Among outstanding geographic features of the country which, for one thing, make it possible to enjoy summer in winter and vice versa, are the abundance of mountains and accompanying scenic sports areas. Between these ranges stretch fertile lands dotted with lakes of mystic beauty. Rivers thread through, forming water falls and lush ravines. Hot springs have caused the development of several spa towns.

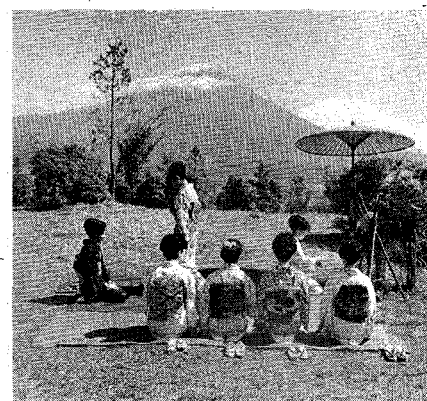
The entire nation, blessed with various cultural heritages handed down through generations, is a museum where priceless art treasures and historic mementoes of ancient

civilizations are held.

Still practiced are many ceremonial rites of both religious and historical significance as well as simple home observations such as flower arrangement and ceremonial tea, while the theatrical world of the Kabuki, Noh and Bunraku offer glimpses of centuries-old stage arts in their original form.

Then there are the art forms of the 1970's—the National Museum of Western Art and Asakusa amusement center in Tokyo, Takarazuka's unique girls' revue and the largest modern film center in the world.

The choice of Sapporo, sister-city to our Portland, Oregon, as the site for the 1972 Olympic Winter Games was one reason for a renewed interest in all forms of sport and exercise in Japan. These range from sumo, judo and karate, the wrestling and self defense activities; baseball, the most popular sport

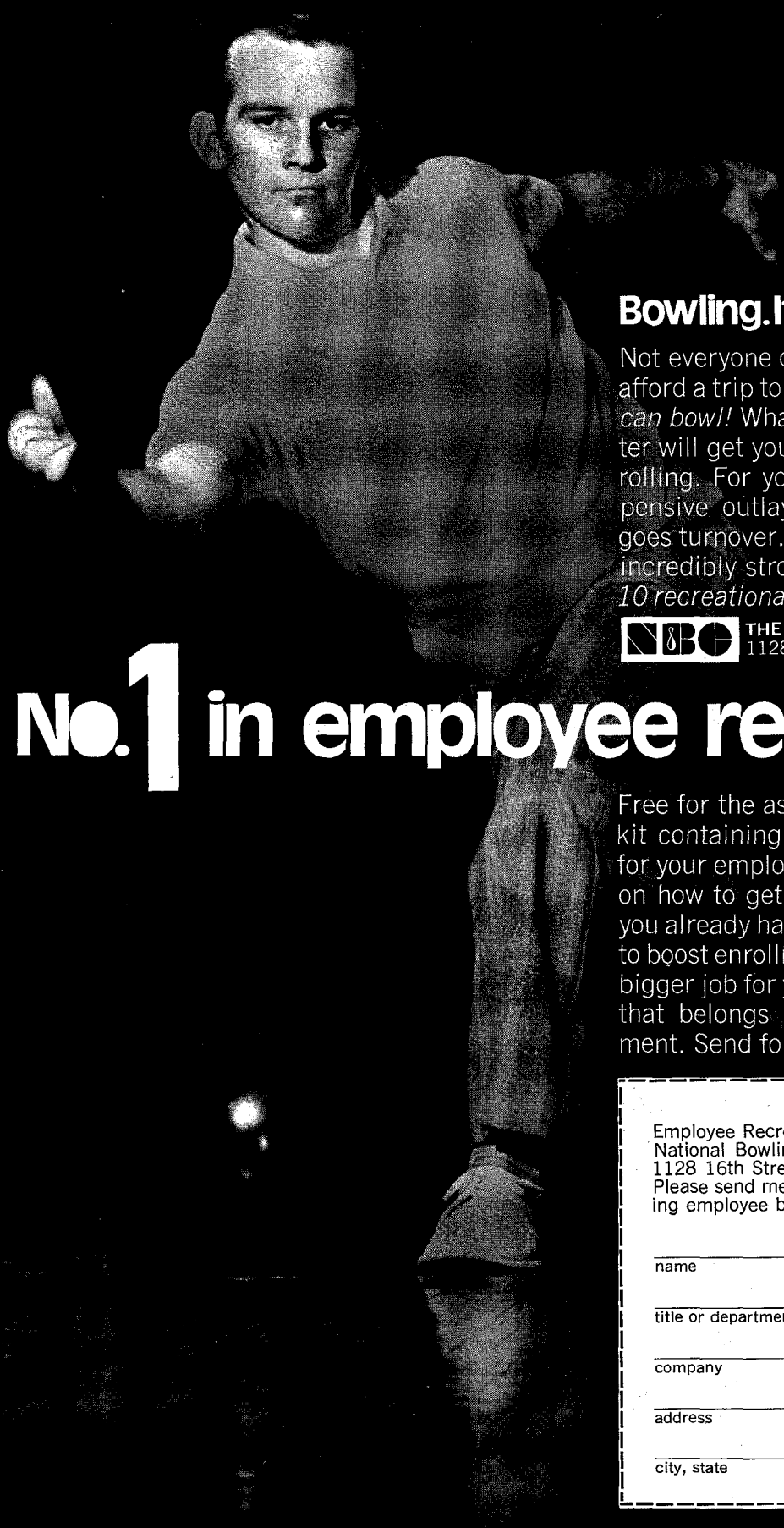


Traditional tea ceremony held in the open. Mt. Fuji, Japan's highest peak, is in the distance.

Photos courtesy Japan National Tourist Organization.

of western origin; year-round fishing; newly-popular golf; and the booming winter past-times of skiing and skating.

Tokyo, capital of Japan since 1868, has a population of 11,454,000. It is the center of national administration, education and finance, and is also a thriving industrial city. The major tourist attractions in Tokyo include the Imperial Palace surrounded by moats; the Marunouchi section which is the hub of commercial activity; the Diet Building; Ginza Street's fashionable shopping and entertainment; the Meiji Olympic Park; Tokyo Tower. Tokyo is New York's sister city in many respects. ■



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"NIRA will grow through service."

—Gary McCormick

New president brings western-style zest to association

Increased services will be the key to accelerated NIRA growth, according to its new president, Gary McCormick of Phoenix, Arizona.

"A major goal during my term is to increase substantial services to recreation administrators and to give good guidance and assistance to volunteers working as recreation administrators at companies that do not have a full-time recreation staff."

This same type of zest and organizational ability has been a McCormick characteristic at the Salt River Project in Phoenix, where he is manager of the Project Employees Recreation Association (PERA) Club. In fact, it has been a characteristic since his days as a professional baseball player.

After graduating from high school at Denver in 1955, McCormick went to the University of Southern California on a baseball scholarship. Two years later he was offered a contract with the Brooklyn Dodgers as a pitcher on one of its farm clubs. During the two years of play with the team, he continued his education and graduated from the University of Denver in 1960.

Twelve years in Industrial Recreation

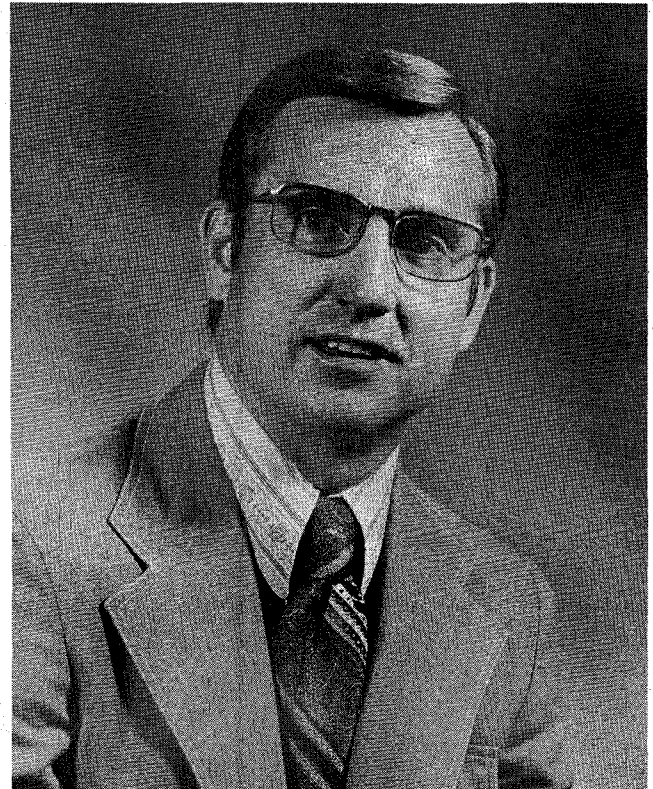
At that point, he became interested in the then relatively-unknown field of industrial recreation and upon graduation, he accepted a job as recreation coordinator for the Aerojet Corporation at Sacramento, California. One year later, the company's 33-acre, \$1.5 million recreation park won the NIRA Helms Award as the most outstanding recreation facility in the United States.

McCormick's interest in the NIRA continued to grow after attending his first NIRA conference in the Western Region in 1960; two years later, he was co-chairman of the Western Region Conference.

After four years at Aerojet, McCormick was lured to the marketing and sales division of Aerojet's parent company, General Tire and Rubber. But by 1967 he decided that recreation was his real calling, and accepted his current position at the Salt River Project, headquartered in Phoenix.

"The Salt River Project," McCormick explains, "is the oldest multi-purpose reclamation development; it was formed under the Federal Reclamation Act of 1902. A series of dams on the Salt and Verde Rivers, east of Phoenix, provides life-giving water to the metropolitan area. Generators at the dams and at gas and coal-fired generating stations provide low-cost electricity to more than 195,000 customers."

Prior to formation of the Project, pioneers in the Salt River Valley were subjected to the whims of nature as sudden floods swept away crops and long summer droughts burnt the ground bare.

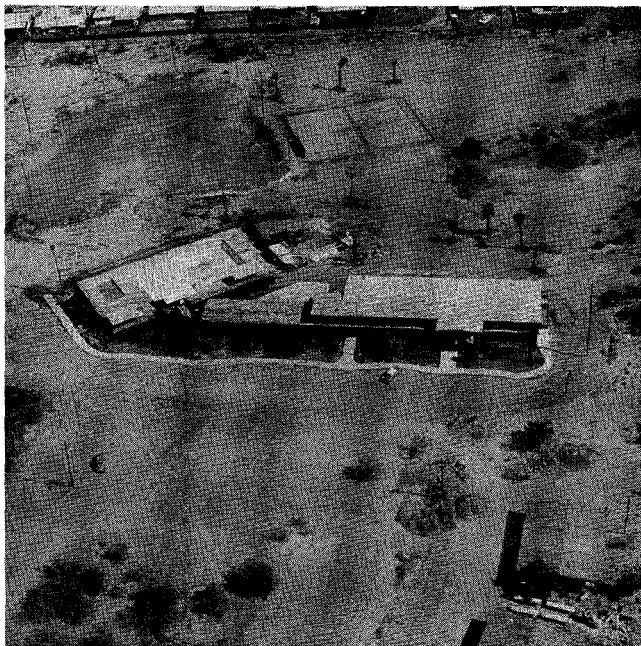


Gary McCormick, NIRA president for 1972-73 and manager of the Salt River Project's PERA Club.

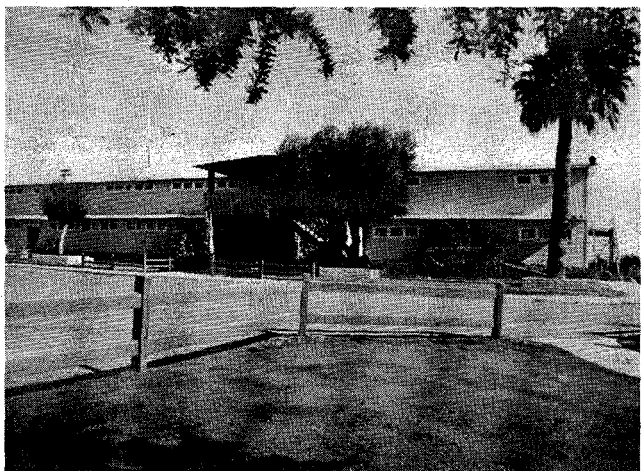




Fountain and landscaping outside the Salt River Project's headquarters in Phoenix, Arizona.



This was the PERA Clubhouse under construction. Project employees volunteered their labor, under direction of SRP engineers and architects.



The finished clubhouse, containing game rooms, meeting halls, locker and exercise rooms, kitchen and administrative offices.

Finally, landowners formed the Salt River Valley Water Users' Association and pledged their ground as collateral to the U.S. Government for a loan to build Roosevelt Dam. Completed in 1911, it is still the highest masonry structure in the world. Nearly 1,300 miles of canals carry the water to municipal, industrial and agricultural users.

The results have been incredible. The Salt River Valley has blossomed into a verdant agricultural and business center—home for more than 1,500,000 people.

Management of the SRP realized that its employees needed a recreational outlet, and in 1950 the company dedicated 82 acres of land adjacent to an irrigation canal as a recreation area.

Employees volunteered their labor, under direction of SRP engineers and architects, and built a clubhouse, olympic-sized swimming pool and picnic ramadas; the board of directors authorized the SRP to provide all building materials.

The clubhouse is a two-story, rock-faced structure, complete with game rooms, meeting halls, locker rooms and showers, exercise rooms, a lounge, hobby areas, kitchen and administrative offices. It is adjacent to tennis courts and a softball diamond—also built by employees—and the pool. A clubhouse annex was designed for hobbies, and features meeting rooms for arts and crafts, photography, radio and lapidary clubs. Other facilities include basketball, volleyball and badminton courts; horseshoe pits and croquet areas. An equipment shop provides a variety of athletic and recreational equipment ranging from archery sets to chess boards.

Educational and cultural programs are also offered at the club, where members can learn bridge, Spanish, classical ballet, horseback riding and karate. Members also participate in trips to concerts, football games, professional ice hockey and baseball and even bullfights in Mexico.

Two Helms Awards to the PERA Club

Employees are proud of their club which has won two NIRA Helms Awards (1962 and 1969), and they participate by electing their own club officers.

Three of the nine board members are elected each year on an at-large basis, and the 35 councilmen are chosen by members in each of the SRP work departments whenever a vacancy occurs. The board is responsible for PERA Club decisions, and the council provides invaluable service as an advisory arm.

Activities have stepped up since McCormick became manager in 1967, and employees are using the facilities more than ever before. Under his direction, membership visits have doubled from 80,000 in 1967 to more than 160,000 last year.

Meanwhile, McCormick's participation in the NIRA has also grown. In 1969 he served as a NIRA director, and in 1970 as Western Region vice president. He accepted the national presidency in mid-1971 when the national board of directors asked him to fill the position vacated by the president-elect, who resigned to devote time to his newly-formed business.

McCormick's ability to organize and promote recreation activities has been a tremendous asset to the Salt River Project and to the PERA Club. Those qualities will now be focused on the National Industrial Recreation Association. ■

news in brief

Association books are alive and well

A report for the first six months of 1972 by the Society of National Association Publications reveals that the combined advertising sales of national recreation publications increased 14% over 1971.

Association publications as a group increased 4.2%.

The market classification "parks and recreation" ranked seventh in percentage of increase out of the 27 classifications used. Above that 14% figure were "financial" at plus 81%, "industrial" at plus 35%, "confectionary" at plus 23% and "safety", "engineering and construction" and "science, research and development" at 21%, 16% and 15%, respectively.

The overall increase for all member association publications of 4.2% reversed the trend of 1971's sales report of a 2.9% decrease.

Top priority to flood reconstruction

Efforts to rebuild flood-destroyed public park and recreation areas and facilities have been labeled "top priority" by Secretary of the Interior Rogers C. B. Morton.

"I have directed the Bureau of Outdoor Recreation (BOR) to give first attention to analyzing how it can assist the recovery efforts of State and local governments which lost recreational facilities," he said. "Financial aid for the reconstruction will come from the Contingency Reserve of the Land and Water Conservation

Fund, a readily available source of Federal matching grants."

A considerable amount of damage was caused to park facilities during Hurricane Agnes and as a result of flash flooding in other sections of the Nation over the past several weeks.

Information on grant assistance can be obtained from BOR offices in the Washington, D. C. headquarters or regional offices in Philadelphia, Atlanta, Ann Arbor, Denver, San Francisco, Seattle and Albuquerque. All grant applications must be forwarded to the Bureau through appropriate State agencies.

Chicago bike traffic up 94.5%

City of Chicago Street Commissioner James McDonough reports a bicycle count conducted on May 9, 1972 showed bike volume entering and leaving the central business district increased 94.5 per cent from a comparable study the year before.

The current Chicago Bikeway System will be expanded this year to double the mileage of last year. Almost 50 miles of new on-street routes and sidewalk paths are planned.

Boating interest doubles

If early figures from the American Boating Association (ABA) are any indication, 1972 promises to be a banner year for U.S. boaters.

ABA, nationwide service organization for boaters, reports that so far this year requests per member for individual Plan-A-Cruise trips have more than doubled last

year's figures. Plan-A-Cruise is a pre-computed cruise plan which includes precise course headings for boat trips, harbor information, charts, trip narratives and marina profiles.

The increase in requests for this service points up the growing interest in boating in general, and in cruises in particular.

"It also indicates the degree of sophistication boating has assumed, when you consider that only the more experienced boater generally makes requests for the service," reasons Dr. Herbert Schurgin, ABA president.

Persons desiring additional information on the service may contact ABA headquarters at 543 Main Street, Melrose, Mass. 02176, or call (617) 662-9000.

Shooting is popular

The sports of hunting and shooting continue to grow in popularity in the U.S., despite factors that would seem to lessen participation, reports Warren Page, president of the National Shooting Sports Foundation.

Page revealed that hunting license sales for 1971 showed the largest increase in over a decade, while marking 11 straight years that sales have risen. More than 600,000 more licenses were bought by sportsmen in 1971 than in 1970.

"The fact that license sales took this jump despite some reduction in hunting lands, and in the face of strong criticisms of hunting itself, says a lot for the character and seriousness of the American hunter," Page points out.

Equal growth was reported in the clay target sports of trap and skeet. Championships in 1971 set new attendance records. The Grand American Trapshooting Tournament recorded an all-time high of 16,800 entries. Another record turnout of 2,271 was reported at the 1971 National Skeet Shooting World Championships.

Tramp, tramp, tramp

Many Americans who formerly found hiking and backpacking an escape not only from the urban din but from the instant cities springing up each weekend

around campsites, are now faced with another problem.

One article in Time magazine reports that hikers themselves have begun to congest certain areas, endangering the very wilderness they cherish.

In popular areas, the article says, 95% of the packers seem to trek over the same 5% of the trails, damaging vegetation and endangering the root systems of trees.

"Even the durable Appalachian Trail is hurting in spots. Last month new regulations went into effect, closing some areas to overnight campers and requiring permits for hikers and others. On a once secluded segment of a trail in the Smoky Mountains, hikers were clocked for six hours of one day last fall: they appeared at the rate of one every 20 seconds."

Fitness conference has new dates

The forthcoming National Conference on Physical Fitness in Business and Industry, formerly scheduled for June 28-29, has been reset for October 4-5, 1972.

The conference, sponsored by the President's Council on Physical Fitness and Sports, is planned especially for the Nation's business and industrial leaders. The site is Washington, D.C.'s Sheraton Park Hotel.

Motor coach convention draws 1450 vehicles

The Family Motor Coach Association's 9th Annual Convention, held at Essex Junction, Vt. in July drew 1450 coaches.

At the world record-breaking assembly, members of the association represented 44 states and came from as far as Saudi Arabia, Ireland and Canada.

Delegates saw the latest in motor coach models, accessories and components on display, a value of \$5 million.

For the teenagers, bowling, swimming and nightly dances kept them busy while the women attended morning and afternoon seminars that included arts and crafts, motor coach interior

design and tips on how to drive their coaches.

Last year's convention had more than 900 coaches in attendance. FMCA's 10th Annual Convention scheduled for Illinois is expected to draw double the number of coaches at this year's convention.

Currently there are over 8000 motor coaching families in the association.

Federal funding for Denver Olympics

The Department of the Interior has recommended approval of legislation authorizing Federal participation in the XIIth Olympic Winter Games in 1976 in Denver, Co.

This would appropriate funds for the planning, design and construction of outdoor recreational facilities in conjunction with the Olympic Games.

"It is especially significant that the Games will occur in 1976," Asst. Secretary of the Interior John W. Larson said. "It is the Nation's bicentennial year and also Colorado's centennial of statehood."

"After Olympic competitions, all of these facilities will become excellent training grounds for our athletes and teams," he said.

Black Expo for San Francisco

San Francisco will be the scene of the largest black cultural and economic exposition ever held in the United States on September 7-10, 1972. The city's Civic Center will host a total of half a million visitors over the four-day period.

All aspects of the black artistic experience will be presented: music, dance, painting, sculpture, drama, poetry, sports and film, together with a complete exhibition of the problems and progress relating to the economic growth and development of the black community.

Music industry plans national promotion

Discover Music, previously

known as "Music '73", was a constant topic of discussion at a recent convention of the National Association of Music Merchants.

After two years of planning, the program was announced by Robert J. McDowell, head of the Music Industry National Promotion Committee.

"We're going to concentrate an assault on the 150 million Americans who could play music, but don't," McDowell said. "We're going to take them by the hand and lead them into music stores all over the country!"

The plan is for a national promotional campaign leading up to and including an all-out, nationwide focus on music from Sept. 20 to 30, 1973.

First land, living and leisure time expo

Land, Living & Leisure Time Expo '72, the first industrial conference of its kind, will be held September 16 through 24 in Arlington Heights, Ill.

Over 30 of the nation's largest and most respected land developers, a number of major national builders and leisure product manufacturers will exhibit.

The Expo will also provide visitors with an exciting sneak peek at the 21st century, with exhibits such as the Bubble House, a Lunar Rover, the Solar Car and a Kitchen of the Future.

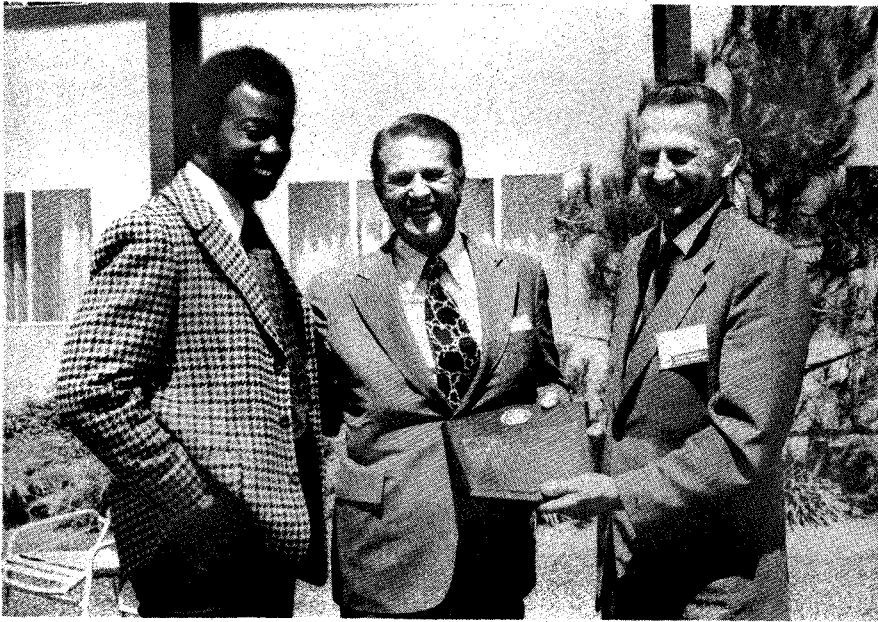
350 Million Air Travelers in 1980

U. S. airlines will be carrying 350 million passengers in 1980, predicts United Air Lines' executive vice president - external affairs, Robert E. Johnson.

"Our judgment in United is that in the next 10 years U.S. airlines will carry twice as many passengers as in all the decades past," he says. "The outlook for the future is brighter than the history of the past."

"The gradual extension of leisure time is now a way of life. There is a tremendous marketing opportunity for the airlines to develop a bonanza of air travel from this increasing reservoir of leisure time."

Johnson spoke at his retirement luncheon, honoring his 43 years with United.



W.W. Keeler, NIRA's "Employer of the Year", receives a plaque signifying that honor from C. James Moyer, Association President for 1971-72. To the left of Mr. Keeler is Bruce Taylor from the San Francisco 49ers, last year's National Football League Rookie of the Year.



Mr. Keeler at the podium, delivering the address reprinted below. Approximately 300 attended the poolside honorary luncheon.

Employee Recreation—No Longer a Stranger

By W. W. Keeler

Mr. Keeler, Chairman and Chief Executive Officer of Phillips Petroleum Company, was the recipient of NIRA's second "Employer of the Year" award at the National Conference in Oakland last June. Following are some of his comments at that awards luncheon.

It is with great pleasure and gratitude that I accept the award as "Employer of the Year" from this Association. As I am sure you understand, however, I do not consider this so much a personal honor as a tribute to my employer, Phillips Petroleum Company, which has been a leader in employee recreation and physical fitness for many years.

Although my company service dates back further than I would like to admit, the famous Phillips 66er basketball team, which actually was the germ of company recreation for us, was already well under way and becoming well known by the time I became a permanent employee in 1928. In the 44

years since then, employee recreation as a corporate function has made giant strides forward.

Business must operate at a profit. And, consequently, a logical question to ask might be, "How much does Phillips Petroleum benefit from its expenditures on the Bartlesville headquarters recreation and physical fitness programs?"

I must admit I can't give you a dollar and cents figure on this. There are too many factors such as morale, better work output, happier and healthier lives, that just can't be measured in dollars. No matter what dollar value might be determined by various methods, I believe it would be on the low side. Although most of the benefits derived by a

company from an employee recreation program are intangible, they are nevertheless very important ones.

We'd have a hard time, in fact, coming up with greater contributions to a company than the health, happiness and efficiency employees gain by participation in recreation and physical fitness activities.

The subject of dollar values reminds me of a story about a preacher with a rather keen sense of humor and a congregation not noted for its generosity. One Sunday night his wife was taken ill and didn't accompany him to the service. When he returned she asked if things had gone well.

"Oh, yes," he said, "We had real good attendance from the membership and, although I didn't see him, I know there was one stranger present."

"How do you know that if you didn't see him?"

"That's easy. There was a \$5 bill in the offering plate."

Industrial recreation is no longer a stranger in the corporate community. It is recognized as "a program of value" by a growing number of U.S. corporations, large and small. Its only resemblance to that stranger in the preacher's story is that the contribution it makes is large, and still growing.

Industrial recreation, I believe, came of age during the 1960's. If it did not fully mature, it certainly will during the 1970's.

Perhaps you would like to know a bit more about our program and the philosophy behind it.

The principal facet of our program is simply to motivate people to engage in regular exercise of some kind and stick with it. We realize that taking the time out of one's day to exercise is hard for most people to do. So through various means we try to stimulate in people the strong desire needed to take the time to do regular exercise and the will to continue it.

One means is through our communications to employees.

Another is through personal example, especially of supervisors. When an employee knows that his boss is striving to get in good physical shape through exercise, this gives him a real incentive to try it himself.

Also, we try to encourage employees to choose exercise that they enjoy and can fit into their daily routine. Pleasurable options readily available to employees within our headquarters facilities include bowling, volleyball, swimming, tennis, bicycling, basketball, weightlifting, gymnastics and jogging.

We stress that whatever exercise a person pursues, regularity is of prime importance.

While the "good health" aspect is an underlying reason for all elements of our program, we also believe that—in a relatively small city such as Bartlesville—it is important for company recreation to provide some "fun outlets" for the entire family. Included in our program are various activities where a parent and child can compete together, or cheer for one another. There is even one bowling league that teams fathers and daughters with mothers and sons, or whatever parent-child combination is desired.

A key, most certainly, to the tremendous utilization of our recreational facilities is what we believe is a very sound program of youth activities. Phillips has built youth participation into its

recreation program primarily through two highly individual sports—swimming and gymnastics. Both of these sports still belong primarily to the amateur in this nation. Both are ideally suited for teaching boys and girls beginning at a rather young age.

The busiest area per square foot in our company's indoor recreation space is the modern, year-around indoor swimming pool, and the single most important use of our pool is the "Progressive Aquatic Instruction Program" for children beginning at six years of age. This program teaches youngsters aquatic skills in six progressive stages and in recent years approximately 1,200 have taken part annually in this instruction program.

In the learn-to-swim and developmental classes, many young swimmers strive to do well enough to qualify for the 130 - member Phillips 66 Splash Club. The Splash Clubbers compete in state and regional amateur meets and the top 32 age group swimmers qualify for a two-week tour each summer to compete with the nation's top age group swim teams.

A similar competitive program for young gymnasts, started in the last few years, is also coming along fine. Both are administered by boards of directors made up of parents.

Other recreational facilities include a 2,600 seat gymnasium and 12-lane bowling facility. A large auditorium joining the gymnasium is used extensively for employee entertainment, cultural and educational activities as well as for company business.

The particular use of our facilities that seems to be growing fastest these days is related to the individual pursuit of a personal exercise program.

I can say from firsthand experience that the benefits of exercise far outweigh the time and effort put into it. You feel better, are more productive and just get more out of life when you're physically fit.

For most of us, however, the benefits of physical conditioning go beyond our personal well-being. They accrue to the businesses with which we are associated. When our employees are gaining physical fitness through regular exercise they become more productive and happier individuals. They live longer.

When we consider the investment our companies have in people, and our reliance on their skills and experience, it is clear that the longevity of employees is a real benefit to our organizations, as well as a personal satisfaction to us.

So many employees are actively engaged in a jogging program that we have really outgrown the areas set aside for the noon hour jogging. Many of our joggers, consequently, have taken to city streets or open fields near work locations. Many jog near their homes early in the morning. A number of these participants log their progress on index cards and Phillips presents certificates to those who jog a certain number of miles; there is a similar program for the miles logged swimming.

As a recipient of one of the 800-mile run certificates, I can attest to the good feeling such an achievement gives a person.

About a decade ago quite a bit was said about America becoming a nation of spectators. Many people were fascinated by the miracle of TV and seemed to be content to sit and watch others participate. Many Americans apparently shared

(continued on page 35)



White



Zilber



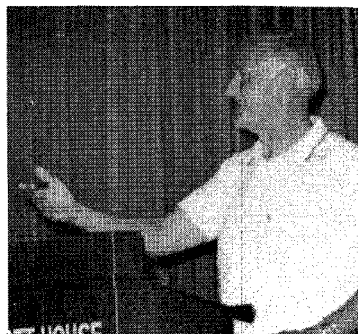
McGuire



Wiesner



Greenblatt



Kingbay

motorcycles, used in this community, that never see the streets Monday through Friday. The fellow or family owning it is never there. On Saturday and Sunday the machine is rolled out for a tour to the beach or loaded into the back of the camper and taken to a national park or forest and used as part of a parcel recreation program.

And this is the mainstay of the industry today, the fellow who is using his motorcycle or his son's motorcycle as a recreational toy and not as a means of transportation. The Great Escape includes a lot of things, mainly the hunting, fishing, camping, rock collecting and touring old mines. If any of you go to California or western Nevada, you will easily find groups of motorcyclists who don't use their machines much during the week.

Some of us are getting old and

The Fastest Growing Activities

Everyone likes to be in on the most popular sport of the present day (and the future). Motorcycling, camping, skiing, tennis and bicycling are covered in this transcript of the most-popular conference educational session.

Motorcycling Sandy Greenblatt Marin Motors-Sports

The utility of the motorcycle has changed quite a bit in the last 12 or 13 years. If you go back to 1959, before the Honda 50 was originally introduced, then starting what was really the recreation of an industry that for all intents and purposes did not exist. The utility and usefulness of the motorcycle back in that day is quite a bit different from today.

Back in 1959 you saw three-

wheel Harleys being used by industry, blueprint operations, things like this. And almost no one rode a motorcycle for recreation. Today about 72 or 73 per cent of our industry is directed entirely toward the recreational aspect of motorcycling.

For example, in 1965 we as an industry lost the family as a customer. For some reason, the family quit buying motorcycles and those who used them for business applications, a hobby, commuting to and from job, stayed on. We had lost only about 8 or 9 per cent of our total clientele. Today it's not only turned the other way, but we're talking about over two-thirds of the clientele as family-oriented, rather than single-person, single-unit applications.

The great thing that has turned on this sport is what we define "The Great Escape". So many applications are involved here. There are thousands, if not hundreds of thousands, of

getting tired of hiking in, and that's one application of the motorcycle—it does get you a long way in a short time. But nonetheless, the only way we as fishermen and hunters here in California can escape the burned out campfires and the beer cans is to either pack in for five or six days, or ride a bike in.

One can cover perhaps thousands of acres on a one-week campout, so a lot of our clientele and a lot of people in the industry use motorcycles to pack in. We can get in in a matter of hours, spend our four or five days in doing what we want to do, rather than spending two days going in, two days coming out and only one or two days at the campsite. The utility off the road is obvious, and off the road under controlled circumstances.

By that I mean the machines that have been manufactured to fall within the decible ratings allowed by state and federal law. What happens to a machine once the industry has released it to

the consumer is a problem for the industry. We can't go to the man's garage and criticize how he's cared for his machine and what he's done to modify it which may or may not be legal. The law doesn't allow this. It's simply that there aren't enough law enforcement officers in the country to control the motorcyclist who uses his machine badly in any anti-society application.

The industry is doing something, however, through the dealer network, through the factory network and public relations and from Washington, D.C. out over the country to 42 dealer organizations. It's a matter of education, through the public school system and cooperation with law enforcement societies at whatever level we get to work with them.

There are some other subjects that would apply here, because when you go back to the firms you represent and put out a feeler on how many people ride a motorcycle, how many people plan to buy one and how many might be interested in an organized campout on a motorcycle, you'd find a lot of interest. Right now the motorcycle industry is approaching \$3 billion, it's in one out of every 11 households in this country and expected to go to one in five by 1975. So what we're dealing with here at the social level, at the industry level, at the government level, at the law enforcement level, is a very indigenous part of the American society. Some people don't like two-wheeled vehicles, but they're there. Some people don't like skis but they're still there.

The questions you are going to be asked if you take this type of program back with you and it develops, are: Who is going to do the training? Who is going to see to it that one learns to ride properly, so that when he in turn goes home he can teach his kids to ride properly?

The safety applications of a motorcycle make it very unique and east to operate. You have a roll and pitch factor like an aircraft; you have a turning factor like an automobile; you have a yawl factor when you become an expert rider for control.

The point here is that a motorcycle properly ridden and properly used offers a certain amount of freedom that is not

available on any other motor object. There is also a very concise amount of training that is necessary, and this can be put together by any one of our organizations, the Motorcycle Industry Council in Washington, D.C. or your local law enforcement people.

Schools are available. Again, the national office in Washington can give hints on starting a school in your own organization. The big push beyond that is from the youngsters around twelve years old. Let's face it, they've already had their ten-speed bicycle. It's time that we as adults learn something about this industry so that when the youngster comes up, he can be guided through this industry or through the home that there is an amount of control and experience involved in motorcycling. ■

Camping Bill Wiesner The Coleman Company

Until about 1950, campers were somewhat unusual people: a man in a plaid shirt, accompanied by a dog and sometimes by an older son, a gun or a fishing gear nearby, a look of suntanned peace and quiet by a trout stream or a forest grove. Occasionally a woman was there, but usually the hardy, robust type who seldom was found at a suburban cocktail party or fashion shop. There weren't many of them but they loved their activity, evangelized the benefits to others and developed a close companionship with the great outdoors.

The scene I just described is still true—**now and then**. More and more the camping picture has changed to a man (dressed in most anything) and his wife (who loves cocktail parties and fashion clothes) and nearby the toys of two or more children. The forest grove is now frequented by a maze of trailers, motor homes and tents. There are more TV antennas than fishing rods; more diapers than guns. The peace has turned into the sounds of fun: the swimming pool, the playgrounds, the motor bikes, ATV's and dune buggies. The sounds of activity disturb some who miss the sound of quiet.

There are millions of them (nearly 50 million to be exact), they love the life and tell others

about it. Yes, camping has become a billion dollar business and business has been good for those who helped it become a fun, convenient, comfortable, different experience.

The future of anything is always a guess. What we can see of it suggests that the camping boom, despite its fantastic growth in the last 20 years, has only begun. There will be more people, and they will have more leisure time, more money to spend, better automobiles and roads for travel; and they will increasingly want to escape the frustrations and nonentity of urban congestion. Add these factors and you get a sum of more people desiring to spend more time in outdoor recreation. The campsite is rapidly becoming a mobile, yet comfortable, second home for most Americans.

In a matter of hours, and generally even minutes, any American family can be at a pleasant and generally adequate campground.

Pulling a trailer, driving a pickup truck with a camper in the back, a motor home-type unit, or one of dozens of other modern camping vehicles, they can reach a weekend camping area in a short time. Even tent camping, long enjoyed by only the hardest of souls, is now ever popular and fast growing. The number of tent camping families in the United States is estimated at over 5 million.

Figures may seem dull; however, I think the best way to impress on you that camping in the United States is a billion dollar business is to quote a few from some recent surveys. They astound even those of us who are in the camping industry and have watched it grow in recent years.

For instance, the Simmons Study of 1970 shows that 20 million adult campers, or 16 per cent of the total United States population, went on one or more overnight camping trips in 1970. A most recent market research report compiled by Leisure Time, Inc. said there were 1.5 million **new** campers in 1971 — nearly 20 per cent of the U.S. population.

Here are some facts for thought:

Over half of all campers are between the ages of 15 and 34.

The camper generally does not
(continued on next page)

Activities . . .

(continued from last page)

go camping as an "end" activity, but rather to participate in some other activity.

Sightseeing	66 %
Fishing	64 %
Swimming	55 %
Hiking	49 %
Boating	48 %
Hunting	28 %
Backpacking	19 %

45 per cent camp more than 10 days a year.

About 30 per cent of the campers own a recreational vehicle (camping trailer, travel trailer, etc.).

The camping industry is "alive and well". I say this for several reasons. First, sags in the nation's economy have never seriously affected the industry. Second, declines in some areas of the industry have been offset by increases in others. An example: demand has increased in recent years for high quality or more deluxe items. Third, camping equipment offers a basic growth rate of eight to 10 per cent a year, as the annual reports of leisure products industries will show.

Now, what are the trends in camping and camping equipment?

Today, there is an encouraging increase in the number of camp sites in both public and private sectors... but not enough... more are needed.

The increasing awareness of pollution and its effect on the ecology is another. Hopefully, the more well-informed, serious campers we can generate, the more we will improve our chances for effective conservation of our priceless resources.

Then there is a noticeable trend to all-season camping, brought about in part by better equipment, such as warmer and lighter sleeping bags, catalytic heaters, weather resistant tents and collateral equipment such as snowmobiles and trail bikes.

Camper's demands for quality have helped make camping a billion dollar industry, too. There has been a noticeable increase in the demand for equipment of higher than average quality. In the recession which began in 1969 and continued through 1970, the largest fall-off was in

"low end of the line" merchandise.

Next, there has been mounting interest in hiking, and the desire on the part of many persons to really "get away from it all" by going far beyond the limits of crowded or even semi-wilderness campground. They want to climb mountains, search out new vistas, and be alone on the secluded beaches. They hike to get there.

We have been involved in this trend in a big way in recent months. We have light, down-filled sleeping bags, light tents, day packs and back packs. We expect in the future to become even more involved in this area, with a number of new items such as back-pack stoves.

There is a noticeable trend, too, to more "serious" camping. They're not purists, as some might imply, but the camper who has graduated from the purely neophyte rank and appreciates camping for what it means to him and his family.

I get my greatest satisfaction in knowing camping has become a way of life. A life of family togetherness and relaxation—the great outdoors.

Skiing Jack McGuire MacGregor

Skiing has been and still is a fast-growing sport. It's been going for about fifteen years at a constant increase, almost doubling.

Thanks to TV, side-by-side ski racing is much more exciting to watch as a skier or as someone who just likes to watch a competitive race. I don't like to just watch that little number underneath showing how fast the racer is going. I like to see two men side by side. Unfortunately, on TV when you watch a ski show, they show you one of the hot dogs of the hill. He's barreling down that mountain and doing everything he can and people think, "Boy, if that's skiing, I can't handle it."

But actually today there are some very nice hills, some very calm hills. And the nice thing about skiing is that the only person you compete against is yourself. You take sports in general, be it ping pong or tennis, I don't care what anybody

says, I'd rather win than lose, and somebody is always the loser. But in skiing, it's only yourself you're competing against, and if you do goof, you just get mad at yourself. But you haven't lost.

Today in skiing we have a new system, what we call GLM. This is the Graduated Length Method, and the people who are interested in skiing and think it's too much time and trouble to learn will like this. The basic package for rentals and lessons starts you on a two and one half foot pair of skis. From that you graduate to either four foot or five foot, from that to six foot, and after you progress in your ability, you get up to the standard length. This is being done more and more in areas of southern California.

Today we have less injuries than we had before. Safety bindings are now becoming better. Today they are almost 100 per cent step-in bindings. By that, I mean there are no cables and they aren't clamped down. Another interesting thing is that there are now bindings without toe-pieces. In other words, the boot is not being compressed into a binding with friction; it's actually sitting on top of the ski.

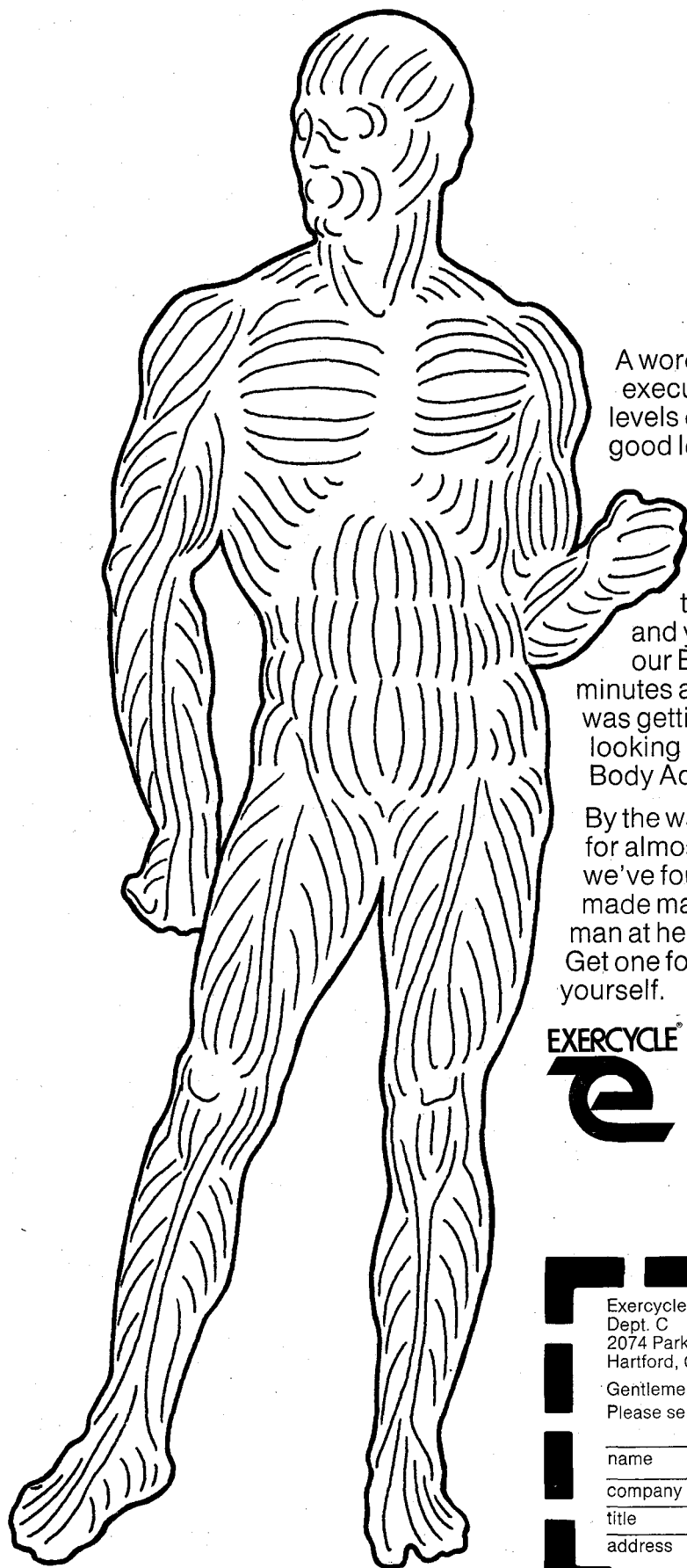
Another new thing on the market is an anti-friction device. There is a plate that swivels underneath your foot made of teflon. The bindings are coated with teflon, too, so there is no friction at all between the boot and the binding. If you've seen the injury factors, you will know that every year they go down and down as the population of skiers is increasing. We should have more injuries, but we're getting less because of binding advances. Advancements in bindings have been fantastic; so have the prices: we start at \$15 and go up to \$150. The latter price includes an insurance policy on the binding.

Today the ski trips on buses are better. One example: your company charts a bus to Mammoth, you get breakfast and dinner and another breakfast, your lodging and the transportation up and back for \$38. That's not bad.

These used to be run by ski shops. Now you can do the same thing on your own. You can go to Greyhound, hire their bus and their man and just break even. This will cut the cost by about \$8

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MACHINE-MADE MAN.



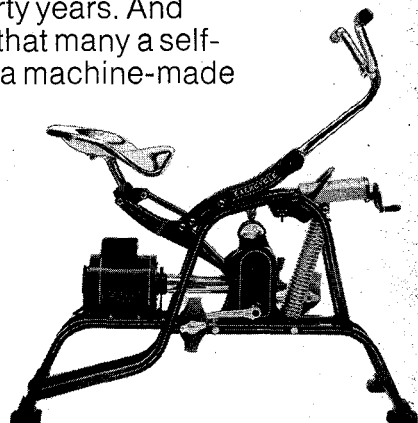
A word to the self-made man in the executive suite. Flab. It exists at all levels of the corporate structure. Take a good long look at your employees.

How do they look? Lean and hungry? Or complacently fat.

Maybe they're satisfied. But what they do with their spare time could kill you. Give yourself, and your people, an even break. Put our Exercycle in your gym. Just 15 minutes a day and that Veep you thought was getting too big for his britches will start looking like a new man. Exercycle's All Body Action® does it.

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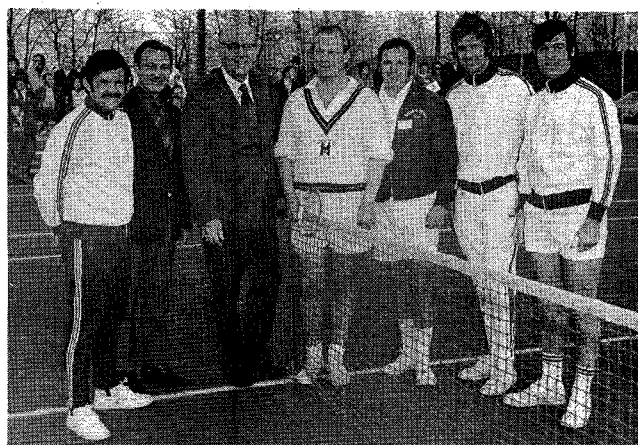
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A. Murray Dick, Recreation Director of Dominion Foundries and Steel, Ltd., receives the 1972 United Savings—Helms Award from (left) Martha Daniell and C. James Moyer.



The official opening for 1972 of Dofasco's tennis club. A. Murray Dick is second from the left.

Company Profile

Recreation at Dofasco— "Our Product is Steel, Our Strength is People"

The Dominion Foundries & Steel National Industrial Recreation Association relationship has become one of "firsts".

The Hamilton, Ontario company, supplied Recreation Director A. Murray Dick (CIRA) as NIRA's first Canadian President in 1969-70. This June, its own Dofasco Recreation Club was named the best employee recreation facility for 1971, the first Canadian company to win the United Savings—Helms Athletic Foundation award for that achievement.

Management at Dofasco has always been very conscious of the value of a Recreation program in the life of the industrial worker. Back in 1937, when Dofasco employed as few as 600, a great deal of attention was focused on "varsity" team sports. Both management and company names were linked with fine football, baseball, hockey and basketball teams



Doris and Murray Dick hold the trophy, medallion and certificate won by Dofasco for the best overall recreation facility in the U.S. and Canada for 1971.

representing not only the organization itself, but also the City of Hamilton.

On the way to the present employment of 8,000, inter-departmental activity soon replaced the varsity effort as hundreds of employees formed teams.

The Dofasco program does not consider itself paternalistic, and the financial support given by the club is felt to do more when available to all employees rather than a few selected varsity team players.

Organization of 35 separate activities, including bowling, softball, hockey, curling, rifle, revolver, badminton, soccer, tennis, chess, bridge and a model railroad club originated at the request of the employees.

One of the reasons for Dofasco's success is its adaptability to change. New programs are given a fair trial and when not proven popular are mutually

"scrapped" in favor of those programs found more popular with the persons concerned.

The Dofasco Recreation Club was given its official name in 1943, at which time the program for employees provided only softball, curling, 5-pin bowling and senior hockey.

Five years later the activity program had doubled and a bi-weekly newsletter was originated to keep the participants informed of all activities. "Recreation News" still does a first-rate job and provides the spark and interest needed to keep a varied program tuned to such a high pitch.

Minor programs a boost

Murray Dick explains one crisis: "At one time during the 1951-52 season when we felt the whole program sagging, employee interest urged the adoption of hockey and baseball programs for their children. This move rocketed the program to new heights, from the original 60 players on four teams to 24 teams of 415 players between the ages of eight and fifteen years.

"From our beginning," Dick adds, "hundreds of minor teams now operate in the city and district's 14 hockey arenas. The unusual feature of our league is that all players are completely equipped with a suitable uniform provided jointly by the parents and the company.

"During the course of past years, hundreds of graduates from our Minor Hockey program have become employed at



A soccer league game at Dofasco's newly-acquired 20-acre park.

Dofasco, and in many cases these men now have children of their own joining the program. Many of our better players have moved on, due to the experience in our Dofasco leagues, to join high school, college and professional hockey teams. An annual event is the championship series when close to 3,000 family members are in attendance to see the final games."

The minor program today includes hockey, baseball, bowling, badminton, tennis, hockey skating school and figure skating instructions. Fathers are actively engaged as team coaches and managers, while mothers are members of the Ladies' Auxiliary group.

During 1962 the club

developed approximately 20 acres of land leased by the City of Hamilton for a Recreation Park. The park is now used by employees and their families for minor baseball (using three baseball diamonds), softball and slo pitch, horseshoes (four lighted courts), tennis club (three floodlighted courts), children's playground, picnic facilities and a service building also used for small meetings.

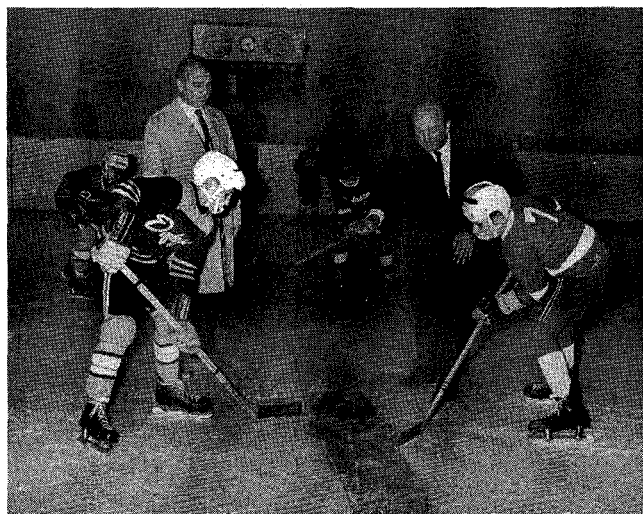
Dominion Foundries and Steel, Ltd., the parent company, has grown from a steel foundry with an eighty-ton daily capacity employing less than 150 men, into a completely integrated steel plant employing more than 8,000, and from a site covering five acres to one of more than five hundred.

All Recreation Club Activities are self-governed groups, under the direction of the Recreation Director and staff assistants. Also involved is the Advisory Council, made up of members of Management and Departmental Superintendents and the Recreation Director. Company policy is interpreted and a yearly budget is set for the financial needs of the various groups by this committee.

New activities formed

Employees desiring to formulate new groups and activities submit their requests through the Recreation Office and are subsequently cleared with the Advisory Council which meets monthly.

Each of the various groups in
(continued on next page)



The face-off to officially start play in Dofasco's minor hockey.



An "eight-ender" at the fast-growing, 150-member, curling club.

the Recreation Club elects its own committee leaders, thus providing a total of 150 representatives over all activities. Annually from these 150, a seven man Sub-Committee is elected. This Sub-Committee meets with the Recreation Director to keep in close touch with more detailed operation of activities.

Reports on lagging interests and new activities are discussed. These reports are submitted, and recommendations are made for management's consideration.

Management, according to the late D.F. Hassel, Vice President for Industrial Relations, approves of Dofasco's operation. "We feel that our Recreation Program here," he said, "has been extremely successful in that it has grown over the years both in participation and the addition of new groups.

"We think it has been a great morale builder for the employees and has, as well, enjoyed a great deal of local and continent-wide publicity. Since all groups in the program are self governed, we have found that the employees responsible for leadership have developed to a point where this experience helps them when they have an opportunity to move into more responsible positions in their regular work duties in the plant and office," he said.

Best of 35 activities

Some of the activities and clubs through which employees can develop these qualities are:

The Angling Club has over 400 employee members, kept together through the year with monthly meetings and a fishing contest. The money derived from membership fees is all converted to merchandise awards, totaling over \$600.

These awards are presented at the annual banquet for the biggest fish caught in a total of 10 separate classifications.

One of the most popular activities in the Recreation Club program is 5-Pin Bowling. Nine all-male leagues and three mixed leagues make up a total of 495 bowlers on 90 teams. The leagues use various commercial alleys throughout the city as well as the company owned lanes. Each of the 12 leagues is independent, having its own separate committee and annually holding its own awards

banquet. All leagues are held together by an overall committee which assumes responsibility for an annual tournament between the winners of each league.

One of the newer clubs in the hobby section is the Camera Club. The group met at first as an appreciation class in the study of each others efforts. Interest in the club ran high and eventually the club increased meetings from one to three each month. Members take turns in displaying and lecturing on their own particular phase of photography. Interest has become so great that the company at present is building a dark room to assist the members in development.

Curling is fast-growing

During the winter season, Curling attracts close to 150 employees in this fast-growing sport. The club rents ice time at two local rinks. Both men and women are in two leagues in regularly scheduled matches. The members pay 85 per cent of the total, with the company covering the balance. In addition to this expense, members average at least five out-of-town Bonspiels throughout the year.

The Model Railroad Club, organized in 1958 by six employees, is at present limited to fifteen. Since the group's inception, the members have built one of the largest and most attractive layouts in the district. The company provided a heated and lighted Pullman Baggage Railway Car of the HO gauge layout.

The group meets once a week to develop and expand the layout. An interesting feature of the club is the arrangement for exchange visits with other groups in Ontario. Recently the club room was opened to all employees and the general public. Close to 1,000 persons attended during the day.

In response to the question: "What do you consider to be your company's most significant recreation accomplishment during the year 1971?", Murray Dick replied,

"We must report on this question in four parts:

(a) steady growth in participation.

(b) establishment of an adult program—an indoor golf driving range, on company property, providing areas for practice and professional golf lessons for over


100 employees and management personnel seven days a week for a three-month period. The facility included a video instant replay device.

(c) establishment of at request of the employees, a school for children in ice figure skating. This group consists of 160 employee children ranging in age from four to 13 years and taught by a professional figure skater.

(d) introduction of a physical fitness program for both male and female employees. Difficult arrangements were overcome by making use of Kiwanis Boys' Club and YWCA facilities and leadership.

All these activities and developments have presented a natural challenge to Dofasco in the area of accommodation. "The main challenge," says Dick, "has been to accommodate a group of enthusiastic employees endeavoring to start a new activity when facilities are required. A great deal of time and effort is spent finding facilities for the group before interest wanes.

"The second greatest challenge has been to maintain



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The Above Name
National Industrie
In All Aspects Of



an interesting, competitive, interdepartment type of program made up entirely of employees. Many requests are submitted to take many of our teams and competitors "outside". We feel we have been most successful when we remain with an "internal" program." ■

The United Savings— Helms Athletic Foundation

From a boxing glove worn by Joe Louis to this year's NIRA awards, this is how it happened to Bill Schroeder . . .



"Bill" Schroeder

Sports research, and the collection of sports memorabilia, wasn't just a hobby for Willrich (Bill) Schroeder when he was still at Hollywood High School. He had a goal in mind—an athletic foundation.

As the years passed, young Schroeder's sports collection—books, magazines, photographs, all he could find and afford—became so large that it outgrew his bedroom and the family basement.

After graduation, Bill cast his lot with California Bank. Not that he was talented in banking, but

During the Depression, there were many admiring organizations, but none had surplus funds to float the foundation. After five years, Bill approached a wealthy Los Angeles businessman and well-known sportsman, Paul H. Helms.

Helms' reply was, "I've wanted to do something like this for a long time. Let's do it!" Thus was the athletic foundation established on October 15, 1936.

At first, and for eleven years after, Helms Athletic Foundation was located in modest quarters on an upper floor of the Garland Building in downtown Los Angeles. The purpose of the Foundation, according to Schroeder, the first and only Managing Director, was then and still is to support worthy athletic activities. It conducted an extensive awards program, shared in civic projects for sports, prepared and released sports publications and enhanced its sports library.

For eight years, the Athletic Foundation was a one man band—Schroeder. Twelve hours a day or more was his routine. He accepted more responsibilities: organizing and serving as president of minor baseball leagues, chairmaining sports events and the Southern California U.S. Olympic Fund.

In 1948, Helms erected Helms Hall in West Los Angeles, a sports shrine and museum. There for the first time, the growing collection could be suitably displayed. Also that year, the Foundation instituted its Halls of Fame for many sports. The memories represented in the halls were then shared with thousands of enthusiastic fans each year.

Paul Helms passed away in 1957, but the Helms family continued to sponsor the Foundation and shrine. It was

necessary, though, for the family to forfeit sponsorship in 1970, and for several months both the foundation and shrine were orphans.

On October 6, 1970, United States Savings and Loan Association of California became the continuing sponsor to the then 35-year-old institution. At a press conference held that day, Board chairman Elwood A. Teague pledged a continuity of those policies and ideals implemented by Bill Schroeder and the late Mr. Helms which had made the Athletic Foundation an important tradition.

On July 26, 1971, more than 1200 members of the media, Olympic champions and other friends greeted the reopening of the museum in its present location, the main office of United Savings. Since that opening, thousands of visitors have toured the free museum, replete with sports awards and artifacts, reliving the athletic experiences and acts of heroism represented in what has been called "the world's greatest sports museum and library" (7500 volumes).

Inside the museum are such items as: a boxing glove worn by Joe Louis; bats used by Babe Ruth, Paul Waner, Henry Groh and Lou Gehrig; Jim Thorpe's shoe and a football signed by Knute Rockne and his 1922 Notre Dame team; an 1880's racing bicycle; and the torch carried in the 1936 Olympics.

Bill Schroeder's boyhood dream has become a reality, and we of NIRA are honored to share in it. ■

MS ATHLETIC FOUNDATION

ATION PROGRAM AWARD

0,000 EMPLOYEES

AND STEEL, LTD.
CANADA

has Been Judged By the
Association As Excelling
creational Programming
1971

William Helms
NIRA PRESIDENT

W. R. Schroeder
W. R. SCHRÖDER
Managing Director

Elwood A. Teague
ELWOOD A. TEAGUE
Chairman

because the bank had a baseball team, for which he played and subsequently managed.

In the early '30's, Schroeder documented his concept of an athletic foundation and sports museum—a rather attractive presentation—and set out to secure a sponsor.

Focusing on NIRA's 31st Conference & Exhibit

On the following pages, we present photo coverage of NIRA's 31st Annual Conference & Exhibit, held June 15-18 in Oakland, California.

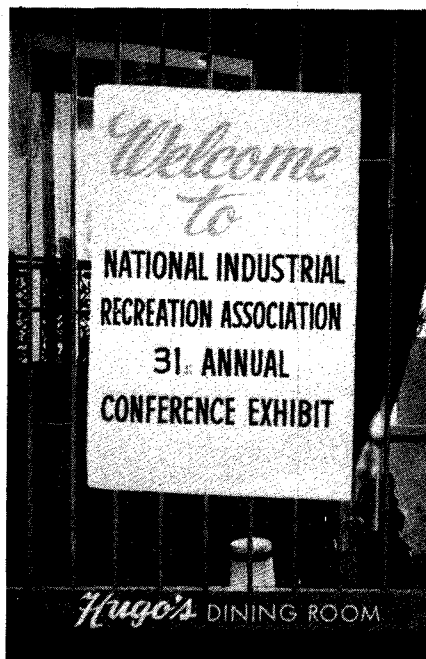
To begin, here are some of the activities and personalities behind this year's conference:

First row—Two views, interior and exterior, of the conference site, the Edgewater Hyatt House in Oakland.

Second row, left—Some of the hard-working Oakland committee: left to right, Jody Merriam, John Dixon and Joseph Descagnia. Right—Valerie Netter, Miss Industrial Recreation for 1972, sponsored by Eli Lilly & Co.

Third row, left—NIRA Executive Director, Michael Fryer. Right—One activity on the wives' tour, a bus trip to northern California's wine country.

Fourth row, left—The ribbon-cutting to open exhibit halls. Mary Ann Alcorn, Miss Industrial Recreation for 1971, does the honors as Gela Kock, first runner-up in the 1972 contest and C. James Moyer, Immediate Past President of NIRA, assist. Right—Entertainment at the United Air Lines-sponsored opening banquet.





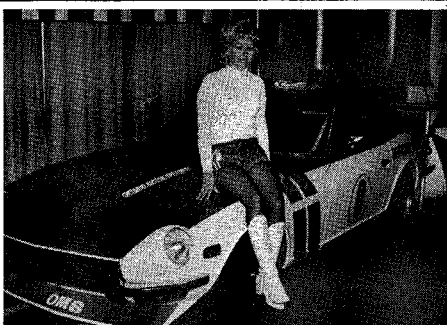
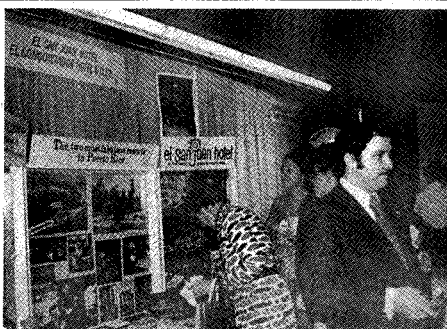
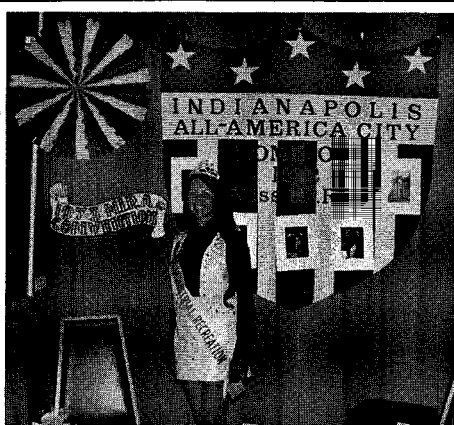
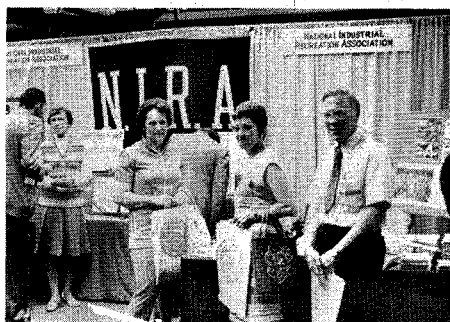
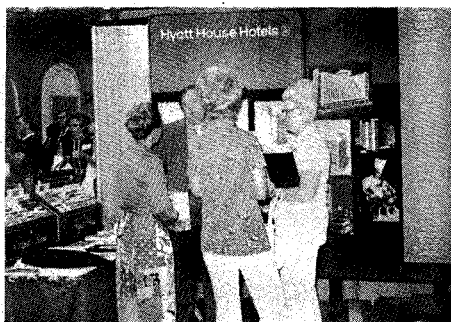
Focusing on the Exhibit Halls

Some scenes from the exhibit halls: Top row, left—Dr. Kishore S. Ambe of the Health Enhancement Institute, practices what he preaches at the Battle Creek Equipment Co. booth. Middle—The busy Hawaiian Holidays booth. Right—Ringling Brothers offered delegates fresh-popped popcorn.

Second row, left—Air Jamaica's attractive display. Middle—You could stencil your own tee shirt at the Champion products booth. Right—CIRA Dan Archibald examines a Ram Golf club, while wife Fran looks on.

Third row, left—Bill Kokorelis of Hertz, and assistant. Middle—At the Norwegian Caribbean Line booth. Right—Buena Park's "slideless" show delighted us.

Fourth row, left—Balloon-holding delegates visit the American Express exhibit. Middle—Ed Meith and wife stop by the Busch Gardens booth. Right—Everyone wanted a closer inspection of the rubber rafts shown by Recreonics.



More scenes from the exhibit halls...

Top row—The Hyatt Hotels, NIRA and Awards by Kay booths.

Second row, left—The World Hockey Assn. booth provided athletic diversion. Second from left—One of the exhibit team from the Buena Park Chamber of Commerce. Second from right—Conference speaker Don Pelegrino and wife view the American River Touring Assn. photos. Right—Valerie Netter stands before the booth sponsored by her home town and next year's conference site—Indianapolis.

Third row, left—A look at the New Orleans Tourist and Convention Commission booth. Middle—Arthur Chernov presented an impressive photo display of the El San Juan and El Conquistador Hotels. Right—NIRA Director Miles Carter (far left) enjoyed meeting the exhibitors from the Servomation Corp.

Fourth row, left—NIRA National Sales Director Mike Luckenbach, Director John MacLean and Bob Henderson of the Diplomat Resorts and Country Club. Middle—One of the Official Pace Cars for the Ontario Motor Speedway. Right—Working out in the Medimetrics Fitness Center.



Focusing on Awards Winners

First row, left—Martha Daniell presents this year's Helms Awards, here to Murray Dick of Dominion Foundries & Steel, Ltd. (also see page 16, this issue) Right—The plaque and medallion being presented to Zarmair Shepherd of Foster Grant.



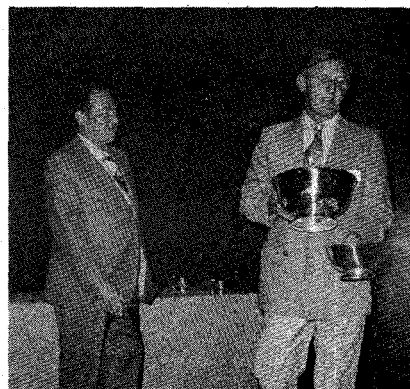
Second row, left—Joe Scalzo of Sun Oil Co. and (right) Clark Fishel from Texas Instruments.

Third row—Charles Mayfield (center) of the Alameda Naval Air Station (Ca.) is congratulated by (left) Don Fanning of Air Jamaica and Mike Fryer, Executive Director of NIRA. Mayfield won a trip for two to Jamaica at the conference closing banquet. Right—Valerie Netter, Miss Industrial Recreation for 1972, being crowned by Mary Ann Alcorn, last year's queen.

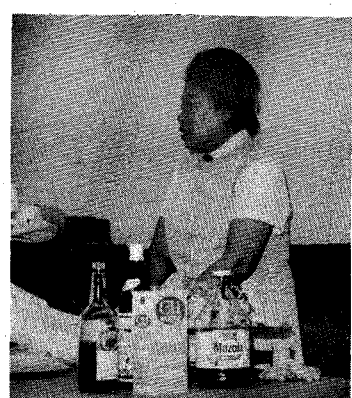
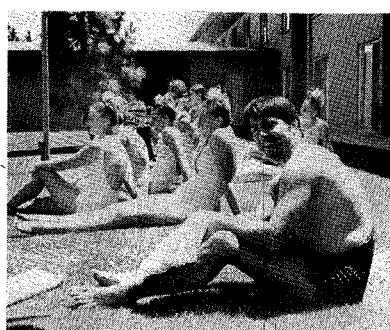
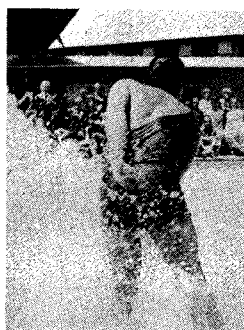


Fourth row, left—At the poolside luncheon honoring him, W. W. Keeler (left) of Phillips Petroleum Co. receives a plaque from C. James Moyer, immediate past president of NIRA. Right—Mel Byers presents Stan Locke of Jet Propulsion Labs with an award for JPL's place in the NIRA Promotion/Publicity contest.

Fifth row, left—Frank Daniel of the National Rifle Assn. presents a rifle team award to John MacLean of Ford Motor Co. Right—Ken Leonard, representing Lockheed, receives a pistol team award.



Scenes and 'Heards'



First row—NIRA Executive Director Michael Fryer and 1972-73 President Gary McCormick at the 'Partners in Progress' session.

Second row, far left—Robert Bronzan, speaker at the Hilton awards luncheon. Second from left—Most of the people at the Employer of the Year barbeque had no idea Mike Fryer could water-ski backwards, yet here he is. Second from right—Fryer resting after his feat, convenient to the San Francisco Merionettes, who also performed. Right—Oakland Mayor John Reading and Conference Chairman Joseph Descagnia.

Third row, left—The busy serving line for the poolside barbeque. Anyone for seconds? Middle—Two speakers for the Fitness

educational session, Dr. Kishore Ambe of the Health Enhancement Institute (seated) and Frank Flick of Flick-Reedy Corp. Right—Rose Chang treated the ladies to some delectable Oriental cookery.

Fourth row, left—Kathie Kull, editor of R/M, holds a copy of the conference issue by the pool. Middle—Pat Thomas (State Farm, second runner-up), Mary Ann Alcorn (McDonnell Douglas, last year's queen), Valerie Netter (Eli Lilly, Miss NIRA for 1972) and Gela Kock (Flick-Reedy, first runner-up) pose by the hotel garden. Right—Jimmy Piersall ('the voice of the Oakland A's'), Mike Fryer, Dr. George Kidera (Medical Director of United Air Lines) and Pat Thomas at the conference opening banquet.

Post-Conference Tour a Success



"NIRA seemed to be a magic word every place we went for service and extra considerations. The first post-conference tour was such an outstanding success, subsequent tours will have to 'try harder'."

Helen Germain, Pacific
Northwest Bell Telephone

"We should congratulate our associate members, who gave us a Cadillac tour for a Pinto price."

Mel Byers
Owens-Illinois

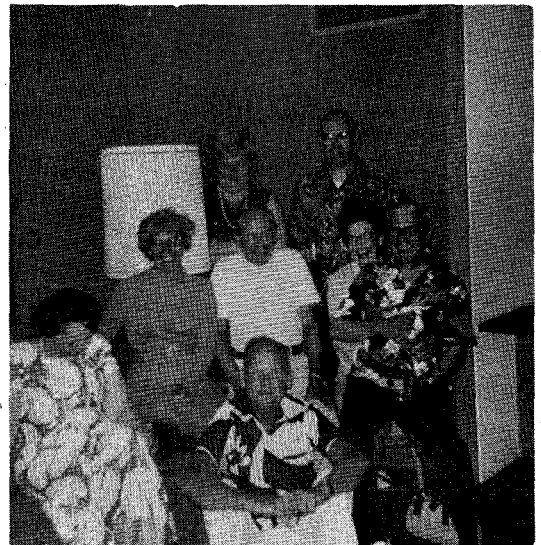
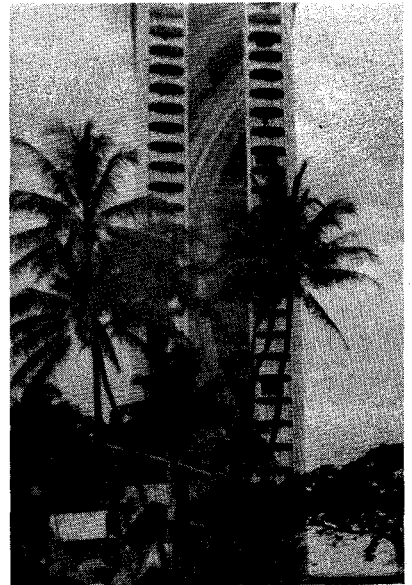
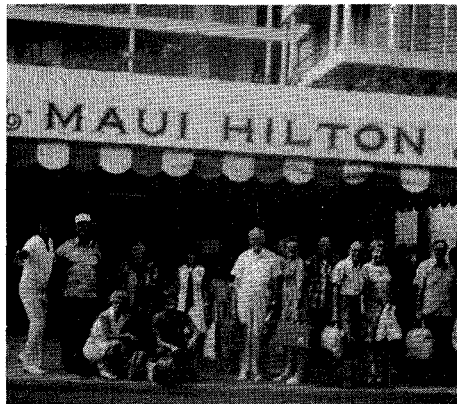
"Services were great from every standpoint. The entire arrangement would have to be classified as excellent."

Miles Carter
McLean Trucking

"I hope to go back again soon."
Howard Bunch
First of Denver

The 38 persons on the post-conference tour to Hawaii represented 15 member companies. The above comments seem to show that all enjoyed the tour completely.

Top row, left: Some members of the tour outside the Maui Hilton, on Kaanapali Beach. Right: Honolulu's magnificent Rainbow Towers Hotel, another tour headquarters.



Middle row, left: Bill Humes, Senior Tour Guide for Hawaiian Holidays. Right: One happy group, dressed appropriately—left to right: Mattie Jackson, Virginia Merrel, Eloise Pope, Fritz Merrell, Miles Carter, Ray Pope, Martha Byers, Mel Byers.



Bottom: Left to right—NIRA Board members Mel Byers and Miles Carter, Executive Director Mike Fryer, Board members Howard Bunch and Fritz Merrel and Hawaiian Holidays' Vice President for the Pacific, Gerry Kerr.



CIRA'S OBLIGATION TO THE PROFESSION

By Dan L. Archibald, CIRA
Recreation Manager
McDonnell Douglas Astronautics Company

The following comments were delivered at the CIRA breakfast at the national conference in Oakland, on June 17, 1972.

When asked to be one of this morning's speakers and given the topic of what our certification program should mean to NIRA, my first reaction was "Great! Here's an opportunity to really express some criticisms." In reviewing some of the literature on standards and professionalism, however, I came to the conclusion that we've already been told many times that professionalism follows the setting of standards, and so far, there are few standards within the field of recreation. I was also reminded that Benjamin Franklin once said that "any fool can criticize, condemn, and complain, and most fools do." However, take a moment and think about this next statement. "When you see a group photograph that you are in, whose picture do you look for first?"

We are here this morning because we share something in common. It most certainly isn't our age, our job titles, or the same salaries. We are here because we have all been certified as possessing a certain degree of knowledge about employee recreation. Certified because we have achieved a certain degree of competency in our jobs. But who cares? Our husbands or wives? Our neighbors? Our bosses? Not many people really care. What I'm driving at, is that each of us as Certified Industrial Recreation Administrators and Leaders, are going to have to begin taking an interest in others before certification will ever begin to mean anything to anyone else. When looking at a group photograph, we always look to see ourselves first. Why should people be interested in us unless we are first interested in them? This, my fellow professionals, is the challenge I would like to issue you this morning.

There are over 130 of us throughout the country. Together we represent a vast amount of knowledge and experience. Let's begin to share this knowledge and experience beyond any level ever imagined. To achieve this objective, allow me to share with you a few goals.

Let's become the leaders in employee recreation research, and the leaders in educational literature on employee recreation.

Let's develop an attitude of "one-ups-manship"

A cohesive national team working hand in hand with each other, our companies and our national organization.

Let's develop an image. An image which reflects our vast knowledge and experience. Let's become recognized as the Dr. I.Q.'s of NIRA.

Let's get involved. We have an obligation to our field to work closely with recreation educators and students.

Our obligation to our profession and the development of an image will be based on our behavior, our actions and our results. Let's examine some of our actions on a national level during the past two years.

Of the 26 present NIRA board members, 46% are CIRA's.

CIRA's represent approximately 18% of all individuals belonging to NIRA.

Of all the major articles printed in Recreation Management, three-tenths of one percent were authored by CIRA's.

A leisure reading questionnaire sent to all CIRA's and CIRA's received a 16% response.

To my knowledge, less than a half dozen of us have utilized a recreation field work student.

If we are to call ourselves "professionals," then we need to assure ourselves that we are doing an excellent job. An excellent job, done in a professional manner, involves our obligation to ourselves, our companies, our fellow recreators, our recreation educators and our national organization.

If during the next year each of us were to author one input into our national organization, then Mike Fryer, Mel Byers and myself would have enough material to print for sometime to come. If during the next year, each of us were to read one book on recreation and leisure, we could share our critiques and in that way cover most of the top books in our field. If each of us were to talk to one recreation class, or have one recreation field-work student complete his class requirements with us, then—and only then—would we begin conquering the challenge and fulfilling our obligation to the profession.

A further obligation that we have to ourselves involves our newsletter, the Informer. In past years, our certification has provided us absolutely

(continued on page 32)

Meet Your Board



Howard D. Bunch



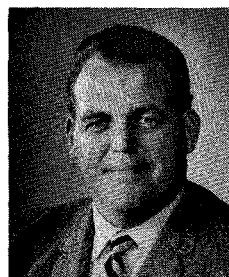
Howard Bunch began his career in recreation in the '30's, when he was hired by the First National Bank of Denver straight out of college. One of the top softball pitchers in Colorado at the time, he coordinated the bank's only existing employee activity. Gradually the program spread and Howard became Operations Officer and Assistant Cashier. Before becoming NIRA's Vice President for Finance, he was Senior Director for Region VI and co-chairman for the 1970 Denver national conference. He is currently working to further develop an employee recreation club at the bank, to allow greater participation in activities which have been greatly increased. His national outlook is that, "NIRA will be the bank of knowledge in recreation for all companies in the near future."

Mary A. Kennelly



Our new Junior Director for Region I also happens to be the only female member of the 1971-72 board, Mary Kennelly. In her 16 years as supervisor of employee activities at the American Telephone & Telegraph Company, Mary has initiated many programs and services that have now become the most popular with employees. These include the group travel program, expanded event ticket sales, the Postal Chess Tournament and the Recreational Library. The activity programming at AT&T now tends towards more family participation, and Mary expects this trend and the development of more services to be two of the major topics of NIRA study and research in the near future.

M. John MacLean (CIRA)



John MacLean is NIRA's new Region III Junior Director. His first experience in recreation was coaching football, wrestling and track in a "Community-School" program, but for the past four years he has been Recreation Director for the Ford Motor Company, a job which involves activity planning for 271,000 employees. One of his most outstanding accomplishments for them has been the expansion of the travel program to 18 trips and 5,000 participation annually. John's work in obtaining competitive bids for the program was a major factor in its success. There are other activities of which he is quite proud: the Girls Club, with its charitable and community work, and the Pendulum Club ("swinging singles"), who raise funds and have parties for the underprivileged. John sees NIRA's benefits as 1) the exchange relationship between company programs and 2) the source for suppliers.

FORT LAUDERDALE, FLORIDA

THE beach club HOTEL



Special Industrial Rates

Catering to individual, couple and family vacationers.

Please write for information.

Jack Lindeman
3100 North Ocean Boulevard
Ft. Lauderdale, Florida 33308
Area Code 305 - 564-8502

Our Own Private Beach

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Young man with M. S. degree in Recreation Administration seeking job as industrial recreation director. Experienced in industrial management, administration and programming. Available immediately. Box 260—RECREATION MANAGEMENT.

M. S. Degree in Rec. Admin. and 20 years experience in college, community, commercial, industrial and armed forces recreation — everything from gyms, pools and playgrounds work up to administrative as college Professor and Asst. Dean, Director of Armed Forces Special Services school and Superintendent of Parks and Rec. Seek admin. position. Wish to relocate. Available two weeks notice. Box 261 — RECREATION MANAGEMENT.



nira news

Date correction for '73 Conference

The date for the N.I.R.A. 32nd Annual National Conference & Exhibit is May 18 to 23, 1973. This is a correction of the June / July issue's announcement. The conference will still be headquartered at the Stouffer's Inn, Indianapolis.

Softball greats in Dayton Hall of Fame

The National Cash Register fastpitch softball teams of the late '40's dominated play in the Dayton Industrial Athletic Assn. league. And with good reason.

From that team, six players have now been named to the Dayton Daily News Fastpitch Hall of Fame. The latest election to the Hall includes Garold (Jerry) Reynolds, a pitcher; Cloyd Carter, third base; Tom Stahl, catcher; Jack Miller, second base; B.E. Leap, first base; and Mark Butz, pitcher. All except Butz are still active employees of NCR.

Big Bad Mouse Visits Crown Life

This mouse is, reassuringly, the title of Crown Life Insurance's Little Theatre production scheduled for September 13-16. The play centers on a weak-kneed Walter Mitty type who is drawn out from behind his desk where he has sat unnoticed for years.

The Toronto production of the cringing introvert turned Don Juan features what the Crown "Crier" calls "intrigue and naughtiness".

Skiers join USSA

The McDonnell-Douglas (St. Louis) Ski Club will hold membership this coming season in the Rocky Mountain Division of the U.S. Ski Association (USSA). The membership, at no increase in MDC club dues, carries with it a number of benefits.

Grumman high kickers

Soccer, the world's most popular competitive sport (and also one of those requiring the most stamina) is expanding at Grumman Aerospace Corp.

Grumman has fielded soccer teams for 21 years in the 25-year-old Long Island League; but a lack of manpower has been a problem.

Now the two teams, one in the Premier Division and one in the Reserve Division, and both 18-man, are seeking those who may get a boot out of the game.

Practice sessions begin this month. Plans are for exhibition matches in August and September, with league play getting under way the third week of September.

Promotion/publicity contest winners named

In the first category, "Best Handbook or Brochure" in the NIRA Promotion and Publicity Contest, the winners were:

1st—"The Plus Hours", Convair Recreation Association of General Dynamics, San Diego, Ca.

2nd—"Recreation Calendar", Johnson Mutual Benefit Assn. of S.C. Johnson & Son, Inc., Racine, WI.

3rd—"An Introduction to HFEA", Hughes Fullerton Em-

ployees Assn., Hughes Aircraft Co., Fullerton, Ca.

For "Best Single Event or Activity Promotional Piece", the winners were:

1st—"Employee's Photo-Snapshot Contest", Ford Employees Recreation Assn. of Ford Motor Co., Dearborn, Mi.

2nd—"Sky Cruise", McDonnell-Douglas Co., St. Louis, Mo.

3rd—"Tennis Ladder", Xerox Recreation Assn. of Xerox Corp., Webster, N.Y.

The final category, "Best Photo of Composite of Publicity Pieces Covering One Activity", had the following winners:

1st—"Summer Day Camp", Timken Company Recreation Dept., Canton, Oh.

2nd—"Travel Program", JPL Employees Recreation Club, Jet Propulsion Laboratory, Pasadena, Ca.

3rd—"Rally Club Initial Year 1971", Dofasco Recreation Club of Dominion Foundries and Steel, Ltd., Hamilton, On.

Judging took place at the 1972 NIRA Conference. All entries submitted received considerable comment and added significantly to the total exhibition. Start saving your best communication pieces now to enter in next year's contests.

Sperry Radio Club in 24-hour test

Members of Sperry Gyroscope's Lake Success Radio Club (W2YKQ) set up transmitters, antennas, generators, tents and picnic supplies a few weeks ago to take part in the American Radio Relay League's annual Field Day contest.

In a 24-hour test of emergency communications, thousands of amateur radio stations throughout the U.S. and Canada operated equipment from remote locations without using commercial power, just as they would do when a flood, hurricane or other disaster cut regular lines of communication.

Local groups compete against units of the same size for the highest number of contacts with other Field Day stations. The test has been run annually since 1933.

The Sperry Club has achieved an outstanding record in previous tests. Results of this effort will be available after the

necessary tabulations are made in the next few months.

Regional briefs

REGION 7: Joe Descagnia, Oakland Conference chairman and a scout for the Montreal Expos, reports he'll get that National League baseball team as a NIRA member next year. It could start a trend ... **REGION 3:** Lillian Lockenvitz celebrated 25 years at State Farm this month ... **REGION 2:** Ray Gillaugh offers NCR employees free memberships in the Magic Kingdom Club at Walt Disney World.

R/M WELCOMES NEW MEMBERS

We are pleased to welcome the following new members to NIRA:

Company category

Standard Register Co., Dayton, Oh.; National Accelerator Lab, Batavia, Ill.; Peterbuilt Motors Co., Newark, Ca.; Kessler AFB, Miss.; Eli Lilly & Co., Lafayette, In. and Heinz U.S.A., Division of H.J. Heinz, Pittsburgh, Pa.

Associate category

Hamilton, Hudson, Miller & Fayne, Detroit, Mi.; Sonesta Beach Hotel, Bermuda and Tour West, Inc., Orem, Ut.

Student category

John Blishak, Norman, Ok. and Joan Weinberg, Minneapolis, Mn.

Individual category

Bob McKinley, Sheridan, Wy. and Don Thorne, Highland Springs, Va.

This contest is no fish story

Was a 30-pound walleye your "one that got away"? If you come near that between now and September 30, you'd probably win the 1972 NIRA Fishing Contest.

Contest director Gene Miller of Michigan Bell reminds us that applications along with a photograph of the applicant holding his or her fish must be submitted within 30 days of the catch, but not later than October 15.

Winners in each class will receive a trophy, plus spin rod and reel. If you don't enter, you won't win anything.

Bulbhome contest deadlines are here!



Within the next few days you should receive from Lillian Lockenvitz, State Farm Insurance, an order form for entry to the 1972-73 Bulbhome Beautification program and Contest. Fill them out and return them to her immediately.

You will then receive catalogues and promotion materials, as well as individual order blanks. Orders can then be made to Bulbhome, in order that bulbs can be planted before the frost.

The contest begins when the bulbs your employees plant in the next few weeks sprout in the spring. Winning photographs of the resulting flowers receive an all-expense paid trip to Holland as a guest of Maurice Van Tright, president of Bulbhome.

Orders may be shipped in bulk or singly to your company, or to individual buyers at a slight extra charge.

The next issue of R/M will feature a how-to article on planting these bulbs this fall for flowers in the spring as contest entries.

Another special promotion from Bulbhome offers 150 assorted tulip bulbs for planting on your company property. If your garden club or other group will submit a photograph or sketch of the facility showing where bulbs would be planted, Bulbhome will send you the complimentary bulbs and include technical advice on planting.

Each of these programs must be initiated now so that shipping can take place in time to plant this fall. A trip for two to Holland or a complimentary garden for your company can be the end-product.

Enter your bridge players now!

Walter C. Fenton, Jr., of Ford Motor Company's Bridge Club and this year's national bridge tournament coordinator, has announced the tournament time-table.

Applications to sponsor your local unit must be postmarked no later than October 14, 1972. All games are to be played from October 15 through November 30.

If your club has ever participated in the NIRA Duplicate Bridge Tournament before, you know how much they are looking forward to this one. If they have never participated and need

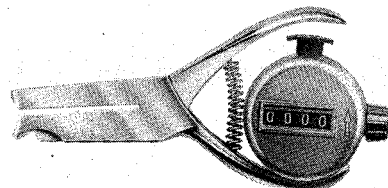
encouragement, prizes for all national and regional winners will be announced in the September issue of R/M.

Another feature is that, since the tournament is mail-ographic, local play can be held on any regular bridge night, merely by designating it NIRA night. Player cost is minimal.

It is most important, though, that your application is sent as soon as possible. Then you will receive specifics on ordering the trophies, conducting the tournament and lots of promotional literature for your bulletin board or newsletter.

For more information, write
Combustion Research Corp.,
P.O. Box 267, Troy, Mi. 48084.

Ticket punch counter

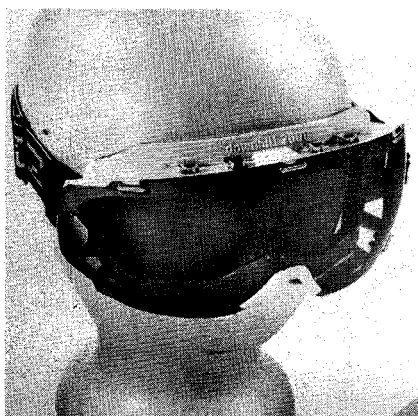


Count and punch tickets up to 9,999 with one mechanism. This top quality, spring action punch is guaranteed for one year and includes a heavy duty tally register.

Write Multi - Counter, Stroud Rd., North Branford, Cn. 06471.

new products

Anti-fog ski goggle



A special anti-fog coating used on spacecraft windows, instrument panels and on Astronaut's helmets has been adapted for these goggles.

The lens is coated on the inside with a material that absorbs the moisture to keep the lens clear.

The goggle itself has six push-button ventilating holes, a padded inner rim and comfortable head band. The lens is also scratch resistant.

Garcia Ski & Tennis Corp., 100 Galway Pl., Teaneck, N.J. 07666.

Snow-making system

A network of pipes laid alongside ski trails delivers compressed air at 85 psi and water at 465 psi wherever snow is needed. Pipelines tap off to serve hundreds of nozzle stations, linked by durable rubber hose. The atomized mixture makes clean, white snow.

Write: Rubber & Packing Replacement Sales Division, Raybestos-Manhattan, Inc., Bridgeport, Conn. 06603.

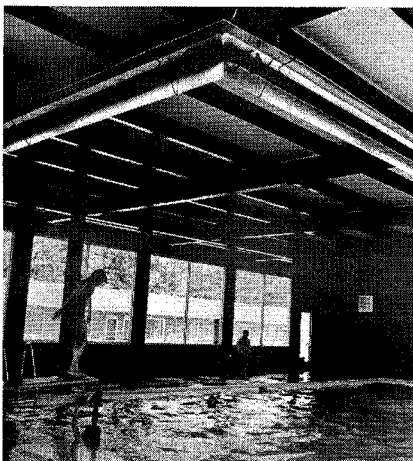
New synthetic leather-covered balls

The nation's first line of synthetic leather-covered balls combines the visual sales appeal of leather with the scuff-resistant, waterproof advantages of rubber.

Voit calls its new synthetic leather "Enduro SL", a material that looks, feels, smells and plays like leather, yet wears and retains its shape like rubber.

Write Grant Allan, AMF Voit, 3801 S. Harbor Blvd., Dept. RA2-3, Santa Ana, Ca. 92705.

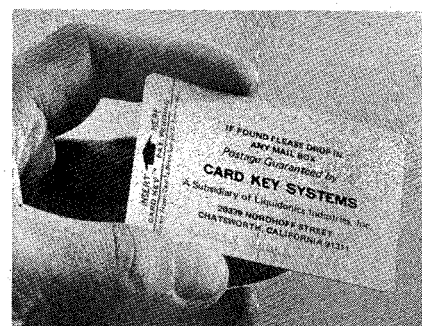
Radiant energy system



Now aluminized tubing provides a more attractive appearance and extra protection against fuel corrosion in radiant energy heating systems.

This infra-red, vented, sealed combustion system heats with radiant energy like that of the sun. It is perfect for use in indoor swimming pools, basketball and tennis courts, indoor ice rinks, bowling alleys, etc.

Embossable card key



This embossable, magnetically-coded entrance control card can be used as both a key and a credit card by employees and company officials.

The plastic laminated card activates any type of door, gate or parking barrier and can also be used in standard credit card imprinters.

More information from Card-key Systems, 20339 Nordhoff St., Chatsworth, Ca. 91311.

Portable megaphone

The ideal accessory for sportsmen, outdoorsmen, coaches, recreation directors and others who need to transmit clear, undistorted sound over long distances, this portable megaphone is solid state.

It is especially durable and reliable since it was designed for schools and institutions where foolproof operation under hard usage is necessary.

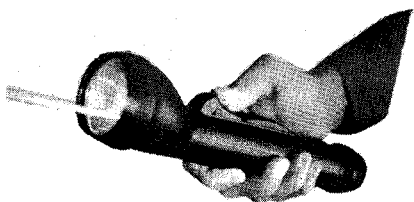
The 16-watt electronic

megaphone covers distances up to 1,000 yards and offers a weatherproof detachable microphone and padded shoulder strap.

It features a "trigger" talk switch and can be activated for remote operation.

Write Audiotronics Corp., 7428 Bellaire Ave., North Hollywood, Ca. 91605.

Self-defense flashlight



This high-intensity flashlight houses a chemical dispensing unit for use in repelling persons or animals without causing permanent harm.

The chemicals used have been declared safe by independent government testing labs, and issue accurately along the beam of light up to 20 feet. The device is equipped with safety switches and is built of polyethylene and other non-corrosive materials to withstand extensive abuse.

Contact Mr. Steve Uhlmann at Daco Safety Products, 1712 E. Princess Drive, Tempe, Ar. 85281.

"Mummy-style" sleeping



This new single backpacker sleeping bag contains three pounds of polyester insulation. It is lighter and more compact, easier to carry and store.

The outer shell of nylon is water repellent. Opened size is 33 by 77 inches. It closes with a full 32 inch self-repairing zipper, and may be rolled and secured with two attached tie tapes.

Write Mary C. Burke at

Celanese Fibers, 522 Fifth Ave., N.Y. 10036.

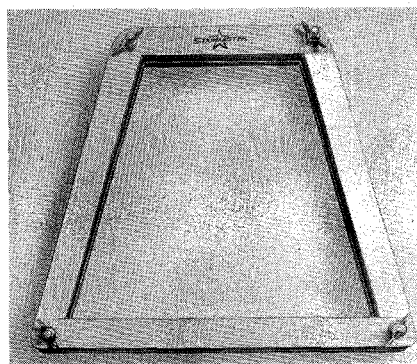
Throwing machine

This tennis teacher weighs only 30 pounds and works on standard AC current. It's a machine specifically designed to aid players in practicing strokes, positions, timing and footwork until they become habit.

Balls are tossed at the rate of 10 balls per minute, up to 45 feet at an average speed of 45 mph. It sets up in a few minutes on folding legs, and is equipped with a basket to hold balls.

For further information, write Grover Photo Products, Inc., 341 W. Arden Drive, Glendale, Ca. 91203.

Wooden racket press



Made for use on wooden rackets only, this kiln-dried, wooden tennis racket press features four screw-type adjustments to achieve balanced pressure.

The racket press is especially low in cost.

Contact S. Debs or J. Cleary, Marketing Dept., Starmaster, Inc., P.O. Box 113, Syracuse, N.Y. 13211.

Foam fun ball

A new puncture-proof, non-inflatable foam fun ball is designed for play anywhere, even in the water. It is football-shaped and "junior pro" size for sure grip, easy control and handling. The tough outer skin prevents bursting, no matter how hard it is kicked.

Balls come in bright, high-visibility colors and can be custom imprinted.

Contact Werner Norman,

Foam and Plastics Division, Tenneco Chemicals, Inc., 640 W. 134th St., N.Y. 10031.

Fast fire starter



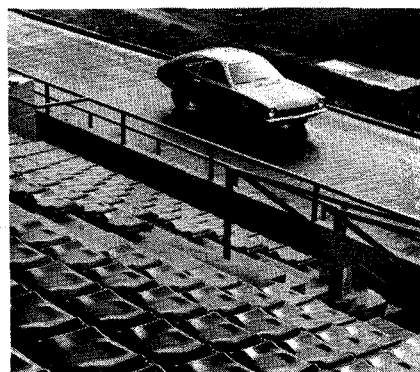
Here is a unique way to quickly start your camp fires, fire places or barbecues.

The "Big Wind" kit consists of a small aspirating nozzle and a flexible vinyl tube attached. The nozzle is held near the kindling point of the fire and the user simply blows through the tube to kindle the flame.

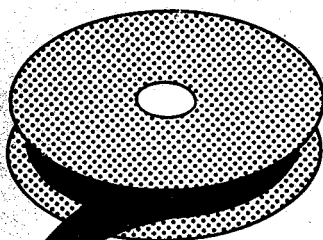
Ideal for starting charcoal or wood fires, it weighs only .6 ounce and is just four and one half inches long. The vinyl tube is 28 inches long and can easily roll with the nozzle into shirt pocket size.

Write RJL Products, P.O. Box 855, Glendora, Ca. 91740.

Modular seating



High density polyethylene and extruded aluminum go to build this new and unique modular seating system. The seats can be installed quickly and cheaply in stadiums, ball parks, gymnasiums and field houses. Available in five standard colors and quite comfortable, the seats are further discussed in information from Sport Seating Co., 1540 Chestnut St., Emmaus, Pa. 18049.



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CIRA . . .

(continued from page 26)

nothing, except a certificate on the wall and an annual breakfast. With the initiation of our newsletter, we now have the opportunity to disseminate information which is reflective of our professional status. In developing the concept of a cohesive national team, the newsletter then becomes a communication tool for the team, rather than a few peoples' efforts. Nothing is impossible through the use of our newsletter, and only good can come from its use, if handled properly.

In closing, let me sum up this morning's challenge by saying . . .

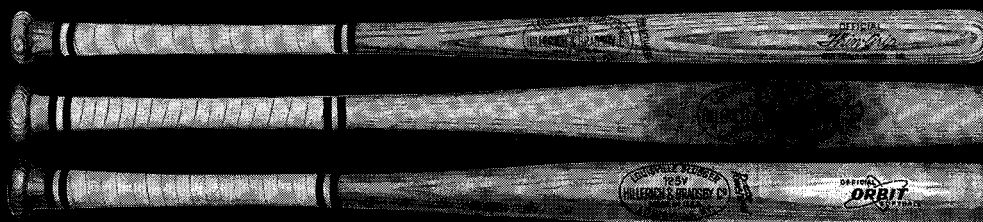
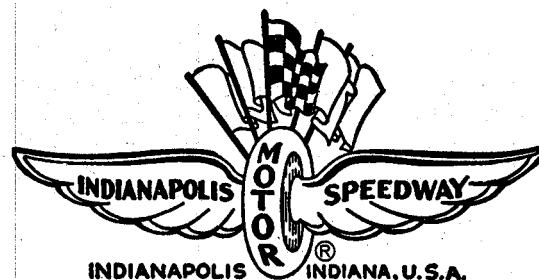
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Let's develop our intellect.

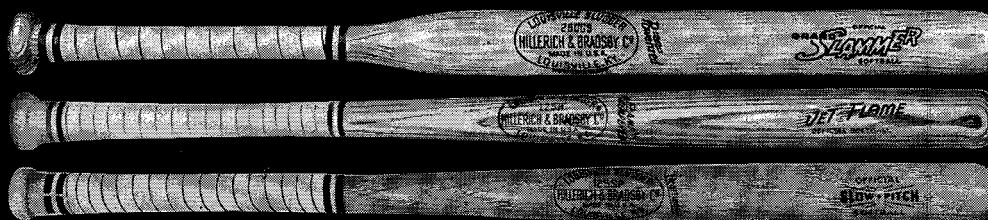
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Activities . . .

(continued from page 14)

per person, just by doing it on your own instead of through someone who is naturally out to make a profit.

Another safety improvement is in area grooming. When you have people turning all day with no fresh snow, you get bumps. Now they have snow-cats and machinery that can go across and flatten that right out again. In the old days, if you had lousy snow on the ground you had to wait for the next one to come along. Today you change it.

Probably the most noticeably real increase in skiing is in cross country. I think this is great because I'm one of those Sierra Club types. A nice place to go is Yosemite, where they have a setup right in the middle of the wilderness. You tour up and down the hills with a light pack on, and every night you stay in a different cabin. You can go for one week and cover the whole Yosemite area.

In fashions for the woman skier, they've roughed up the material so that you still have the popular wet look, but you don't slide all the way down the mountain. Flares have become popular and they have some now that actually connect to the ski boot. There are pants cut open on the side for the buckles on the ski boot to be exposed. Down parkas have come back strong, without the quilt look.

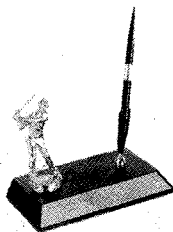
In skis, fiberglass has taken over the market. Metal skis have dropped way down; wood skis are virtually not even sold except in the starting packages for \$29.95.

The ironic thing about skiing, and the unfortunate thing, is that skiers are too conscious of brand names. There is a ski out now that is one of the larger skis sold on the market. It has no metal top edge. Most skis are made of fiberglass and they depend on a metal top edge to keep the edges from just chopping the tops to pieces. These skis sell at \$175 and don't even have a metal top edge on them. But because the name has a reputation right now, people buy them. The thing to do is buy what you think is best for yourself.

Skis run anywhere from \$30

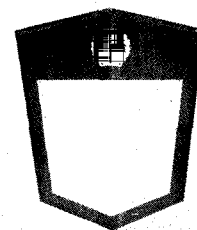
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to \$275 a pair, and — unfortunately—when you buy the skis you have to get everything else with it: the bindings, the boots, the poles and the gloves. By the time you're done, you've spent some money. But once you've made the initial investment, it's not too bad.

Advancements in boots are unbelievable. They use injected fiberglass or plastic shells, then put foam into the boot with your foot in it. As it dries, it is perfectly shaped to your foot. I have a pair right now and they're fantastic. The newest trend (the nickname is 'silly putty') is to chip a silicone material into the boot. It is always pliable, then when you're in it, it solids up and holds you in.

Boots are selling for up to \$175, but you can buy a fine pair for \$50.

I've been skiing for twenty-five years, and I've found it very rewarding. The main thing, I've found, is common sense. If you get on a mountain and you think you can't handle it, then you should get away from it. The tendency is for people to advance themselves ahead of their ability.

I can tell you this: if you take up skiing, you won't quit. There's nothing like it, and you lose your fear of heights real quick, too.

Tennis Duke Zilber Spalding

The biggest and fastest-growing sport in this country is tennis. There are 10.6 million people playing tennis and about \$400 million dollars was spent on tennis equipment last year.

We anticipate a 25% increase in sales, and we had a fantastic year in 1971. So you can see this is a fast-growing sport, and everyone of you, bar none, can play tennis.

That's hard to say about other sports, but every one of you can play tennis. When I say that, I mean this lady here, or this man. They can play on the same court. If you had a youngster in here, he could play on the same court with you. This is a family sport.

It's inexpensive to play. You can get as much or as little play as you want. You can go out on your lunchtime and play, or you can go after work. Now for people in the Midwest or East, you have the indoor court. This means that no longer is tennis a seasonal sport; it's a continual sport.

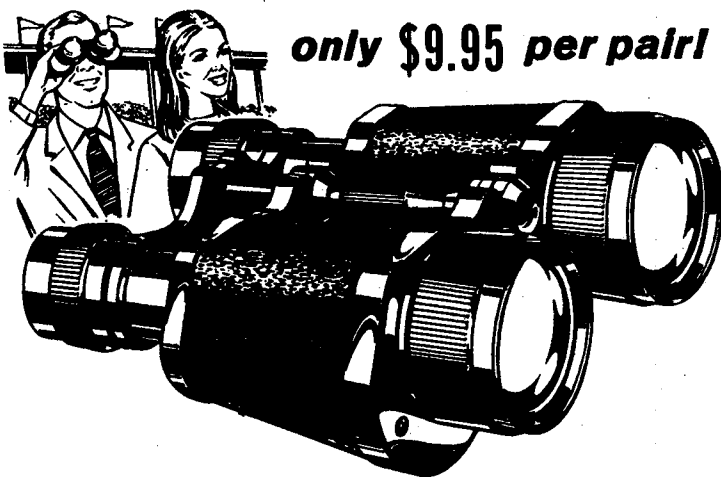
I was in Texas a few weeks ago and, would you believe, in Houston they have 10 air-conditioned courts going all the time and they're going to put 10 more in. I saw a facility of 54 courts being built in Dallas. This is just a sample of what is happening.

We anticipate technology changes. I have been testing

(continued on next page)

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(continued from last page)

tennis balls, new methods of making tennis balls and rackets. We have interest enough in the sport to do this research.

Another thing is the way teaching has improved. They now have teaching clinics. It's no longer just a country club sport. They take it right into the public schools and to the underprivileged. Those kids probably never have seen a country club, and this means the sport is really growing.

We're getting better facilities, more facilities. And the nice thing about tennis is, it's not like golf. You don't need as much land. Facilities don't cost as much to build and maintain.

TV exposure has been an important factor in bringing tennis to the people. Professional tennis means that there is money in tennis, which means that people come into the game who otherwise never would have entered it.

Tennis apparel today is fantastic. The fashions that come from the new women professionals make up "the look". Young ladies now wear these tennis dresses for street wear. Before it was strictly white, but now you're seeing pastels. This is another thing that TV has created.

I want to touch on equipment—the metal racket versus the wood racket. First, wood is the oldest. It had a little dip here several years ago but it's come back. I'm sure you've seen some of the pros on television who use some wood and some metal. Pancho Gonzales has switched from wood to aluminum. The reason he selected aluminum is that it's the closest metal to wood. It has a deadening effect. Then some have decided to go to steel. You take your choice.

You can play with gut or you can play with nylon. Most of the rackets which you get pre-strung at the store are in nylon. The veteran player uses gut, and gut comes in two gauges, 13 or 16. The reason the veteran player uses it is because he gets a better feel from gut. You have weights, usually running from four and a quarter and as high as five. That is in inches, measured around the butt. One inch from the butt end of the racket, from the handle. Usually women will take four and three-eighths and the men four and a

(continued on page 36)

GOOD THINGS TO READ

Gymnastics for Girls. A guide for the teacher or coach of gymnastics, this book presents individual stunts within the context of complete routines of increasing difficulty. A second edition, it updates trends in floor work and balance beam techniques and includes a chapter on 'modern' gymnastics, featuring synchronized group drills. Effective action drawings and photos. 310 pp. The Ronald Press Co., 79 Madison Ave., N.Y. 10016.

The Here's How Book of Photography. Here are 39 articles on better, more professional pictures by 27 photographers who are experts in their fields. Compiled from six earlier books, there are tips on special situation photography, darkroom print and slide manipulation and camera optics. More than 400 color pictures. 394 pp. \$9.95. Consumer Markets Division, Kodak Publication AE - 100, Eastman Kodak Co., Rochester, N.Y. 14650.

Problem Solving in Recreation and Parks. By Joseph J. Bannon, Chief of the Office of Recreation and Parks Resources at the University of Illinois. Over 100 case studies which demonstrate effective solutions to various situations inherent in recreation and park administration. A problem-solving model aids leaders in developing a systematic approach to issues and crises. 347 pp. \$9.95 cloth, \$5.95 paper. Prentice - Hall, Inc., Englewood Cliffs, N.J. 07632.

Handbook of Modern Office Management & Administration Services. Arthur Conrad, NIRA Vice President for Public Relations, contributes one chapter (on employer-sponsored recreational activities) in this reference source book for anyone with executive or supervisory responsibilities in office management. Sections on office operations and environment, staffing and training, personnel and data processing. 1172 pp. \$29.50. McGraw-Hill Book Co., 330 West 42nd St., N.Y. 10036.

The following NIRA Publications may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 / members, \$2.00 / non-members.

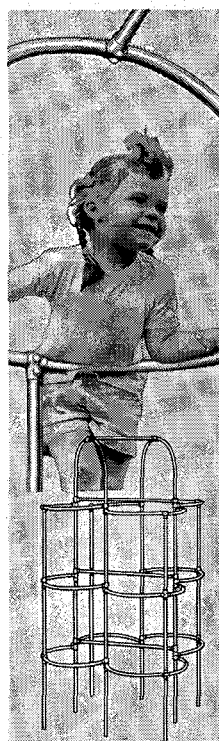
Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

How To Organize and Manage Tournaments, from publicity to organization; from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Standard Sports Areas, dimensions and specifications of more than 70 types of sports arenas, pools, courts, fields, etc., for industrial, school, private, military and public recreation leaders. (64 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.



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(continued from page 11)

much the same view as the child in Sunday School who, when asked which parable he liked best, said, "The one about the little boy who loafs and fishes."

Now I don't have a thing against loafing, and fishing is good exercise as well as providing "a world of other blessings," as Izaak Walton put it. But I'm really encouraged that, if indeed many Americans were sitting around too much a few years ago, the trend is now changing back to the more active life.

I know this is true in our company. You see more people—both young and old—jogging, bicycling, taking brisk walks, and participating actively in golf, tennis, bowling and swimming. If only a part of this increase is due to our emphasis on exercise, then I am satisfied that our investment in recreational facilities is well placed.

Many of you, I'm sure, have witnessed the same trends in your company communities as your employee recreation programs have brought more people to the realization that an active life is both healthier and more enjoyable.

I am pleased and honored to be accepting this award as NIRA's "Employee of the Year" today. But I am even happier to be able to stand here and say sincerely that "Employee recreation is no longer a stranger to the vast majority of American industry. It is instead an ever closer friend with a bright and valuable future ahead." ■

Activities . . .

(continued from page 34)

half or four and five-eighths. Everything has gone toward the lighter side. Even the pros are teaching with the lighter rackets, because they find that they get around a little quicker with a lighter weight racket. ■

Bicycling Keith Kingbay League of American Wheelmen

From a recreational standpoint, frankly, nobody knows what has brought about this incredible increase with bicycles. Last year in the United States we sold 8,851,000 bicycles. That's almost as many as automobiles. The prediction is that this year there will be more bicycles sold than automobiles.

We ourselves produce 6,000 bicycles a day and 56% of our bicycles are sold to adults, Mothers' Day being the second biggest bicycle selling day of the year.

What has brought about this fantastic increase? None of us really know. Undoubtedly, Dr. White, when he was treating the then-president Eisenhower, said he might have ridden a bicycle instead of doing some of these other things and might not have had a heart attack. This has undoubtedly brought about part of it. The President's Council on Physical Fitness has brought some of it. The ecological situation in the last couple of years has shown that there are very few things of greater ecological help than getting on a bicycle. This has given a tremendous impetus to it.

But we feel, those of us in the industry, those of us who ride bicycles, that the prime thing has been the recreational aspect over a broad spectrum. People go riding with little kids five or six years old, or go riding with people who are older. I go riding with my grandchildren regularly, and until my dad passed away he went with us. Not long ago, I was bicycle riding with one of my boyhood heroes, a guy who had been on the 1912 Olympic team.

Bicycle riding is one thing you can take into all these areas. It's the sort of thing you can do for five minutes, five hours, five days or five weeks. It's not the sort of

thing you have to participate in for a given length of time.

I agree with several of the people before, who said that this was not necessarily a competitive thing. I come from a competitive family, a family of athletes. But basically, one of the things we must consider in our recreational programs is that there are two kinds of people in the world—the athlete and the non-athlete. Most people, by the time they get to your age, know which they are.

But this is one thing you can get into on strictly a recreational basis. I think in your factories or companies where you are setting up a recreational program nothing can give you a better facet of it than a bicycle. The whole world is your oyster. Ken (White, panel moderator—Ed.) and I went this morning and rode through those lovely redwoods. You can do that type of thing in all of your areas. Many of you might think that a problem where you live, but you learn how to find those areas. I live in Chicago and I choose my areas.

The greatest blessing we have had as bicyclists has been the tollways, the superhighways and the expressways, because everybody in these four-wheeled "monsters" gets on them and they all go down the street and see where they're going to have an argument with one another. So they leave so many of these placid, lovely roads to us, the bicycle riders. The whole world will look different to you from the saddle of a bicycle. And you can get out into many of the wilderness areas. We have oodles of people who carry their backpacking equipment with them.

More of my work is out teaching at the university level. I now speak primarily to phys ed and recreation majors, telling them about bicycle riding. We have many items at the League of American Wheelmen, which is a national bicycle club, to help you with setting up bicycle programs to teach your people how to get out on their bikes and show them a very easy way of relaxation and fun. You can get into the highly competitive part of it if you want to. If you get into bike racing, we have all kinds of programs. Bike racing on a world-wide basis is supposed to be the second-most popular sport in the world. Soccer of course, is the world's most popular. ■

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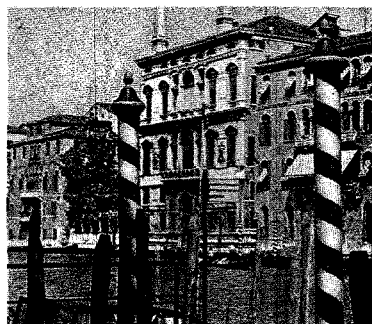
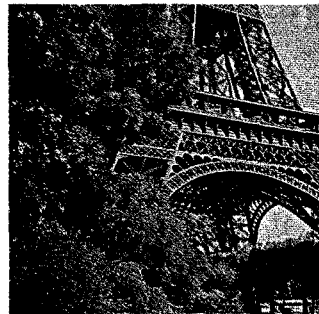
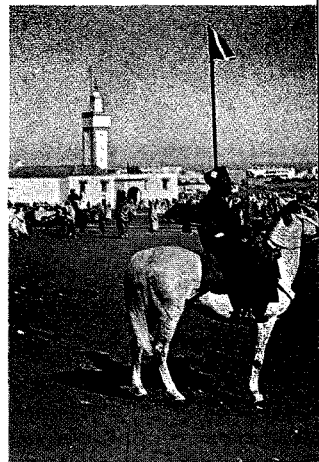
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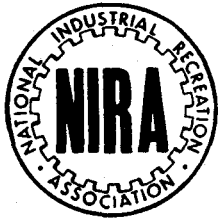
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recreation management

Volume 15 Number 8

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Editor's Note

SPECIAL NOTE: Due to unexpected mechanical changes in typesetting, most of this issue is set in a font other than our standard. Next month's issue will return to our previous style of type.

This special travel issue, the final one for 1972, features articles on all facets of employee group travel. As exemplified by our cover illustration, the whole world is available to your employees—now more than ever—through extra savings and convenient packages.

We have several experts from the travel carrier, research and service companies represented in this issue editorially; "Answering your questions about Travel Insurance", "Are you letting the airlines work for you?", "Vacation Travel" and "Research on Leisure Activities and Travel" are some titles. Some of these articles evolved from speeches given in August at the annual conference of The Travel Research Association, held in Quebec City, Canada.

Michael Luckenbach, NIRA national sales director, has compiled a list of member company itineraries, as well as a planning service insert we hope you'll take advantage of. It covers destinations and tours in both domestic and international travel.

M. John Mac Lean of Ford and Jack Frain of McDonnell Douglas have supplied "How to Promote Your Travel Program" and "One-Day and Weekend Trips", respectively. These hints on travel promotion experiences might easily be adapted to your company's efforts in more varied and economical group trips.

"Special Interest Tours" are indeed booming. The article discusses some of the personal interest you can build into a group's travel plans, and what hotels and resorts around the world are doing to cater to your specific needs.

Continuing the series on sources of program income is "Fees and Charges", delivered by Ken Wattenberger at one of the educational sessions during this summer's NIRA national conference.

Our CIRA program of certification compares quite favorably, we think, with those sponsored by other associations and professional societies. The article and chart are found on pages 26 and 27.

Next month: our annual hobbies/handicrafts/cultural activities and clubs issue, full of ideas and how-tos for your own programming.

Kathie Kull

Tailor made visits to D.C.

Big sizes, little sizes, all sizes in-between. We can fit any group with a fabulous stay at the Nation's capital—at special rates! We're members of NIRA—we'd like to welcome you.

Washington is our home town, so we know how to get you the most for your money, too. We can arrange tours, get theatre and sports tickets, even provide baby-sitters.

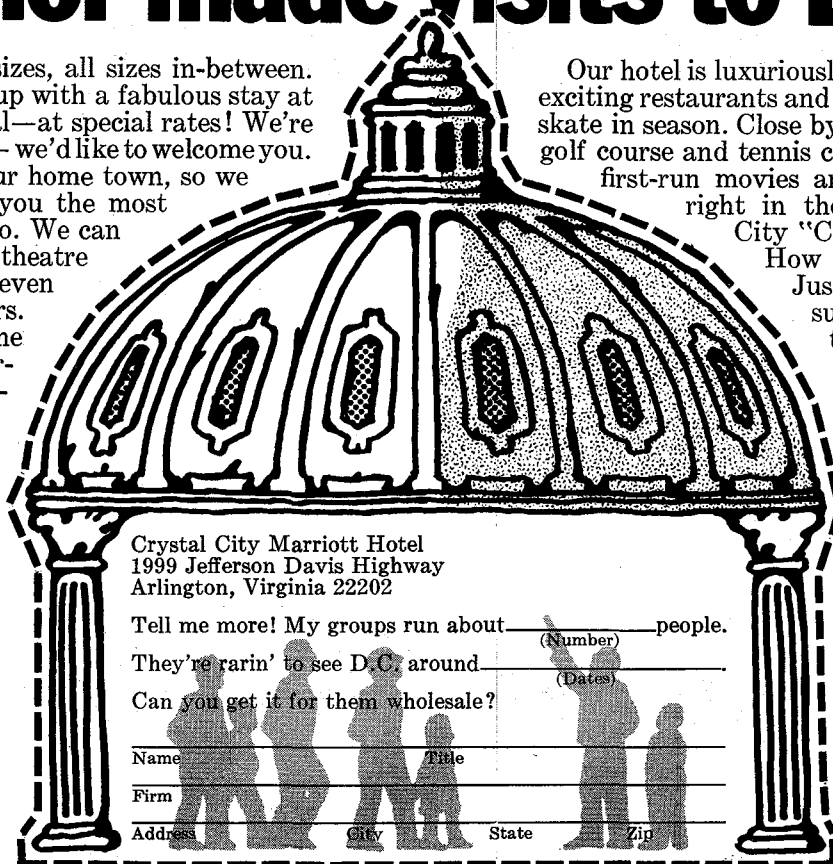
We're across the bridge, on the Virginia side of the Potomac, close to the sights & shopping of Washington and a head start toward Mount Vernon and other fascinating Virginia landmarks.

Our hotel is luxuriously modern, filled with exciting restaurants and lounges. Swim or ice skate in season. Close by is an 18-hole public golf course and tennis courts. And there are first-run movies and lots more to see right in the glittering Crystal City "City of Glass."

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Tell me more! My groups run about _____ people.
(Number)

They're rarin' to see D.C. around _____
(Dates)

Can you get it for them wholesale?

Name _____ Title _____

Firm _____

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Once-in-a-Lifetime Boating Adventure

Tour West, Inc. invites you to join them for a spectacular once-in-a-lifetime adventure, in any of three ways: the Salmon River Run (7 days, 6 nights), the Rapids and Scenic Grandeur of the Grand Canyon (6 days, 5 nights) and The Complete Canyonlands National Park Tour (4 days, 3 nights).

All tours include adventurous rapid-running, interesting and photogenic side trips, deluxe meals prepared by the guides and evening campfires for story-telling, singing and exchanging of yarns beneath the stars.

A member of the Colorado River Outfitters and Western River Guide Assns., Tour West considers your group's safety and comfort of utmost importance. All guides are licensed and operate under the auspices of the U.S. Coast Guard and National Park Service. Tour West is insured and radio-equipped, and all boating equipment exceeds Coast Guard and Park Service standards.

Standard tours consist of a per boat load of 12 to 15 passengers and two crew members, versed in the history, geology and romanticism of the area.

Tour West also has a large variety of group and charter programs to Canyonlands National Park, Dinosaur National Monument, the Green River in Utah and the Salmon River in Idaho.

Everything is furnished for your trip—sleeping bags, sheets, folding cots, eating utensils, waterproof ammo cans, raincoats, transportation



Photo by Bert Knitter, NIRA staff.

from the arrival point to the prescribed destination, motel accommodations and meals while on the trip.

Tour West specializes in escorted tours for recreation associations in such areas as river running, Hawaii, the Orient, Europe and beach-comber tours to the Caribbean.

Write Tour West at Box 333, Orem, Utah 84057. Phone 1-801-225-2289. ■

Serving the Booming Bowling Industry

According to a recent survey by Louis Harris Associates, bowling is the number one all-weather participation sport in the United States. This is because bowling is a sport that people of both sexes and of all ages can enjoy.

The same poll indicated that there were 51 million people in the United States who bowled at least once a year, 34 million of whom were 18 or over. Nine million Americans claim to have bowled regularly (more than 20 times) in the past year. These were league bowlers, participants in the most popular, most easily initiated organized adult recreation in the world.



Who bowls in leagues? In a word, anyone. There are senior citizen, youth, neighborhood, church, industrial and many other types of leagues, all usually built around some common interest.

It's easy to form a bowling league. One only need find a number of people who want to bowl (and with 51 million potential league bowlers, that's not hard to do) and reserve space at a near-

by bowling center at a given time each week. The proprietor of the center will be happy to help you form a league. And if you want to liven up the season with banquets, prizes or trips, he'll give you tips on arranging those things, too.

The Bowling Proprietors Association of America is one of the major supporters of the National Bowling Council, an organization which, as part of its program, has available an industrial bowling league kit. The standard kit contains posters, league organization tips and promotional pamphlets and payroll stuffers. A sample kit is available from the National Bowling Council, 1128 - 16th St. N.W., Washington, D.C. 20036.

This year the President's Council on Physical Fitness has initiated a Presidential Sports Award Program, and one of the sports in the program is bowling. Bowlers who meet requirements set by the President's Council will be recognized with a handsom chevron, a distinctive lapel or collar pin and a commemorative Presidential certificate. League bowlers have an early start toward meeting the requirements. Additional information may be obtained from BPAA or the National Bowling Council.

These are only two of the many programs supported by the BPAA. The Bowling Proprietors' Association of America was organized in 1932 as a cooperative, non-profit trade association of bowling establishments. It provides the more than 3,200 members and affiliated associations throughout the United States and ten other countries with a variety of operating, management, promotional and technical services . . . serving not only its member-proprietors but also the bowling public, the sport of bowling and the entire bowling industry as well.

Vladimir A. Wapensky, Palatine, Ill., is the association's Executive Director and its current president is Rex M. Golobic of San Francisco, Ca. The address of the BPAA is 375 W. Higgins Rd., Hoffman Estates, Ill. 60172. Phone (312) 894-5800. ■

183 Kids in a drum and bugle corps chartered World to Japan.

A great deal had to do with our safety record. After all, to a kid hopping on a jet for the first time, this means a heck of a lot. Not only to the kid but also his folks!

Isn't it nice to know that World Airways has won the National Safety Council Award ten separate years? And is the only airline ever to win the coveted United States Air Force "Zero Defects" Award?

Let's face it, to somebody who has never flown a foot off the ground, having a pilot who has flown millions of miles is pretty groovy. Not to mention the fact that you're getting waited on, hand and foot, by great-looking stewardesses! Gee, even your own mother doesn't treat you that nice.

And the food can be as fancy as you want. Like one wild dessert after another! See your travel agent or write World Airways, Oakland, CA 94614. We kid you not.



Saving a lot of money was a very small reason.

183 Skippers chartered World to Zurich.



Look, let's face it. A lot had to do with saving a lot of money. A lot of money!

After all, a World charter costs much less than other airlines' economy fares.

But saving money isn't the only beautiful reason to charter World. Our flight attendants are beauties. They treat you like a guest, not like a passenger. The meals seem endless. You'll feel like they just keep coming from the moment you take off until the moment you land—whether you're on a 707, a "stretch" DC-8, a 727, or one of the new 747Cs we have coming next spring (the new luxury jet that spoils you with stereo, movies, and an upstairs lounge).

And whether you care about it or not, our safety record is pretty special. So see your travel agent or write World Airways, Oakland CA 94614. We promise you won't get a snow job.

Our safety awards had hardly anything to do with it.

 **World Airways**
world's largest charter airline
A U.S. Certificated Supplemental Carrier.



nira news

TAEKWON-DO anyone?

A self-defense course in the art of TAEKWON-DO (pronounced tay-kwon-doe) will be offered to all female employees of S.C. Johnson & Son, Inc. starting September 14.

Classes, with Mr. Dukan Yun as instructor, will run for ten weeks, one evening a week for 90 minutes. Registration is \$4.00 and class size will be limited to 20.

Hughes has 'turkey shoot'

Bowlers at Hughes Aircraft will again have a chance to bag their Thanksgiving birds at the annual HEA Turkey Shoot to be held November 18 and 19.

Host this year is the Culver City (Ca.) Employees Assn. Competition is open to all Hughes employees and their families. Trophies and turkeys will be awarded.

Entrants may bowl only once in singles competition, but may enter doubles and mixed doubles events as often as they like. However, a bowler may get in the money only once with the same partner.

Deadline for entries is November 1st. The entry fee per event covers prizes, bowling and expenses. Bowlers must participate in at least two events.

Regional briefs

REGION 3: Motorola's Schaumburg plant starts a chess tournament this month . . . REGION 2: Nationwide's men's intramural softball league will compete in a tournament sponsored by the Virginia Colony Activities Assn. against 15 other company-sponsored teams . . . REGION 7: Litton Systems' Lubbock office employees are enjoying a newly redecorated cafeteria . . . REGION 1: Brookhaven National Lab is forming a touch football league . . . REGION 4: Union Carbide's Nuclear Division begins a small-bore indoor rifle league Sept. 14.

RM welcomes new members

R/M welcomes the following new NIRA members:

Company category—Sea World, San Diego, Ca. and FEL-PRO, Inc., Skokie, Ill.

Associate category—The Sands of Curacao, Sheepshead Bay, N.Y. and the New York Yankees, Inc., Bronx, N.Y.

LERC clubs gain national honors

Lockheed's (Burbank) Pistol and Rifle Club pistol team has won first and second place awards in matches that were part of the U.S. Revolver Assn.'s annual nationwide competition.

The pistol team won first place in the .22 caliber pistol match and second place in the centerfire pistol postal match.

The LERC Rockcrafters' Club entry took second place recently in the annual show of the American Federation of Mineralogical Societies.

The entry, a display case that was the work of the entire club, won in competition with entries from all over the country. Judges rated it highly on mineral selection, showmanship and workmanship. The club meets monthly.

Boyne's roving lecturer

Zig Bulanda, Marketing Director of Boyne Country resort (NIRA associate member) suggests that your company's ski club invite Boyne's ski ambassador to visit.

Hugo Bohm makes personal appearances and lectures to ski clubs all over the Midwest, dwelling mainly on the aspects of beginning skiing.

Why not bring this 'special guest' to your next ski club meeting?

20th Anniversary for Research Recreation Assn.

July 22nd marked the 20th anniversary of the Research Recreation Association, organized for the employees of the Southwest Research Institute.

The San Antonio, Tx. company chartered the RRA under the name Essar (acronym for the initial letters of Southwest Research) in the summer of 1952. Over the years, the RRA has expanded its athletic, social and cultural activities and is now planning a complete recreation complex for the next few years.

(Not printed at Government expense)

Congressional Record

PROCEEDINGS AND DEBATES OF THE 92ND CONGRESS, FIRST SESSION

Eastern Air Lines To Inaugurate "Group 40" Travel Plan In September

REMARKS
HON. DANTE B. FASCELL
of Florida
IN THE HOUSE OF REPRESENTATIVES
Tuesday, August 1, 1972
Mr. FASCELL. Mr. Speaker, beginning September 7, Eastern Air Lines will offer "a revolutionary air fare" for groups of 40 or more persons. The "Group 40" plan will enable 40 or more members of an affinity group—clubs, unions, companies, and others—to fly on regularly scheduled flights at nearly half the cost of the basic coach fare.
The "Group 40" rate will make it possible for many persons, members of small organizations, to travel by air for the first time. In addition, members of local chapters of national organizations will be able to fly to faraway convention sites at this special reduced charter rate.
Mr. Speaker, Larry Birger of the Miami News has written an informative article about Eastern's experimental "Group 40" plan, and I call it to the attention of all Members in the House of Representatives:
EAL HOPES GROUP 40 CHARTERS WILL PAY PLAINLY IN BLACK DOLLARS
Business in the trunk airline industry, as any knowledgeable source will tell you, is very critical. When it's good, it's generally very good; but when it's bad, it's really bad. Recently, it's a business of peaks and valleys. International carriers like Pan American Airways and Trans World Airlines enjoy their peak traffic in the summer, when travel to Europe and other vacation spots is at its height. But then in winter, traffic drops off drastically and the red ink flows in buckets.
A domestic carrier like Eastern Airlines does best in winter, when people rush to Florida or to the Caribbean to escape the snowy north, and in summertime when vacationers seek bargains in Miami Beach, the Caribbean or Mexico.
But then, in fall or spring, traffic slows to a snail's pace by EAL's standards and the airline's execs beat their heads against the wall trying to figure ways to drum up business.
To put it bluntly, it's feast or famine.
And that's the reason why the industry has come up with a multitude of discount fares and other promotions like the weekend excursion from Florida to northern cities to entice the fly-by public to fill their empty seats.
The latest ploy, just initiated by EAL and approved by the Civil Aeronautics Board on an experimental basis, is one that appears to have more merit than most.
Starting Sept. 7 and running through Dec. 31, the airline will offer what it terms a "revolutionary air fare" which permits groups of 40 or more travelers to fly at charter rates of 40 or 50 of its daily flights.
In other words, if you're a member of an affinity group like the Kiwanis Club or B'nai B'rith or a union member or an employee of a company, you can fly at discounts of up to 47 per cent off the basic coach fare.
The only restriction is that you must travel in a group of 40 or more, hence the "Group 40" nomenclature. Group travel means you fly at nearly half the cost of regularly scheduled flights between two cities.
For example, the basic coach fare between New York and Miami is \$100, but the Group 40 price will be \$50. If you're flying between New York and San Juan, the ticket price will be supplied from \$212 to \$111.
The key word is "charter." Up to now, if a group wanted to travel from one destination to another, it had to hire an entire plane to charter an entire airplane—say a DC-8 with 120 seats—and pay for every seat whether it was filled or not.
Under the Eastern scheme, only 40 seats have to be "chartered," and the members of

New "group-40" fare

NIRA associate member Eastern Airlines has introduced its "Group 40 Travel Plan", a type of affinity fare being welcomed by tour planner and airline alike.

Basically, the fare allows just 40 or more passengers to fly at a charter rate on regular scheduled service. Fares apply between 20 northern, midwestern and southern cities and 13 points in Florida and the Caribbean.

The main advantage to the tour planner is that he no longer needs to fill a plane to obtain the lower rates. The group can be split to travel on different aircraft and group members can fly from different originating cities to the destination.

The fare is applicable Sept. 7 to Dec. 11 and April 30 to June 15 (next year). Groups must stay at their destination a minimum of three days and no longer than 30.

B. Craig Raupe, Eastern's division vice president-passenger sales, says the new fare is "unquestionably the best we've ever offered. (It) opens up air travel to 50 per cent of the American people who have never traveled."

For 8 days and 7 nights
swim, ski, golf, ride, tennis, casino, bazaar, discoteque

Marrakech

\$259.

Affinity groups, min. 40.
Service & Taxes: \$22.

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group would consider it.
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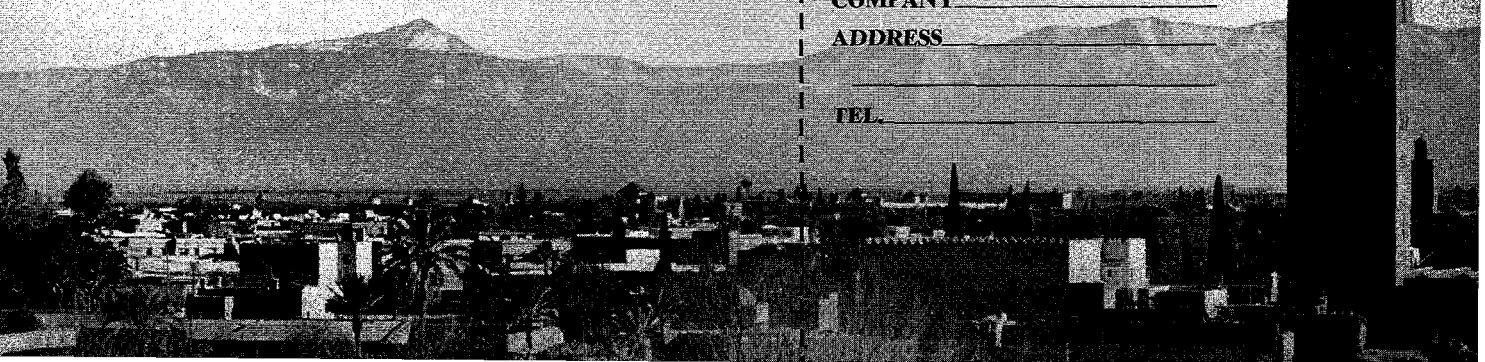
NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

TEL. _____



news in brief

TIP means . . .

Ever wonder, while you're forking over, where the word "tip" comes from? Travel experts say that tipping goes back more than 200 years to the London coffee houses. Since the tiny sums they paid for hours of sitting around in the coffee houses failed to cover even the small wages of the help, customers were expected to drop coins into a brass-bound box inscribed with the words, "To Insure Promptness". The initials, TIP, produced the word we use today.

Skyjacker sanctuary boycott urged

"Nations offering sanctuary to skyjackers or international terrorists should be boycotted as sites for American conventions and meetings", according to W. W. Marsh, President of the American Society of Association Executives, Washington, D.C.

"Any nation failing to live up to the Tokyo, Montreal and The Hague conventions by offering safe haven and sanctuary to skyjackers and international terrorists should be cut off from the American group convention and business meeting trade, valued at over one hundred and five million dollars annually," he said. 2500 group meetings, conventions and trade missions are held each year outside the continental limits of the United States which are controlled by the 4,200 executives in ASAE's membership.

Travel surveys available

Advertising Age magazine's Market Data Annual Review offers several excellent travel industry-related surveys. Among these are

Family Travel, Airline Travel, the Motel Industry, Teen Travel and Travel/Recreation. All are available at no charge. Contact: Market Data, Advertising Age, Zip Code 52732.

Sporting goods sales up

Spurred by a resurgence in the sports of bowling, fishing and golf, and continued growth in tennis and hockey, the athletic and sporting goods industry is enjoying its best growth year since the '60's.

The Commerce Department estimates shipments will total \$1.2 billion this year, up 6 per cent from 1971. Some companies and industry breakdowns expect gains as high as 14 per cent.

Computerized charter - finder

Now those of you in charge of planning group charter flights won't have to pore through dozens of agency flyers and make almost that many phone calls.

You can now dial a toll-free number to Jet Aircharter Exchange (JAX), a specialist supplier of fast information on the availability of aircraft space.

JAX has over 25 airlines on its roster on a trial basis, making use of its computerized clearing house of available charter legs open on both scheduled and supplemental air carriers.

More than 500 commercial travel agents have already used JAX. Stamford, Cn. in the U.S. and London in Britain are the current computer locations. The numbers in Stamford are the following:

From area code (203)-329-2001

From area code (212)-541-9266

East of Mississippi (except Ala., Fla., Miss., Wisc. and area code (504)-(800) 243-3460.

All other area codes in Continental U.S.-(800) 243-3490.

Office hours: 0800 to 2000.

Youth art month coming

Next March will mark the 13th national observance of Youth Art Month. Hundreds of school systems, youth, civic and commercial organizations participate in focussing public attention on creative art activities for youth.

The Crayon, Water Color and Craft Institute, Inc., sponsor of Youth Art Month for the past 12 years, makes available individual copies of material for planning local projects. To obtain this material and a poster, write: The Crayon, Water Color and Craft Institute, Inc., Eden Hill Road, Newtown, Cn. 06470, enclosing a stamped, self-addressed envelope.

RMA accepts student members

The Recreation Managers' Association of Great Britain, the leading organization for club secretaries and managers in the country, has voted to allow students to become members of the Association.

The decision to allow students studying recreation management to join the Association was taken at the Annual General Meeting held in late May. The change is felt by RMA to show a growing trend for more intensive training in recreation, especially among young potential managers.

Here's Sportsmobile

The Nassau County (N.Y.) Dept. of Recreation and Parks has a new way to transform a vacant lot into an instant playground—Sportsmobile. There are 16 of the mobile units in operation, delivering a wide variety of recreational offerings on the spot. Each unit can contain table tennis, handball and tug-of-war equipment, for instance.

Safety board sets R - V standards

The National Transportation Safety Board has proposed adoption of specific safety standards for recreational vehicles such as light trucks, camper bodies for pickup trucks, travel trailers, motor homes, dune buggies and snowmobiles.

In a 31-page report the board also suggested that special driver licenses be required for use of such vehicles, and that certain federal wilderness or national forest areas be closed to the public except on a permit basis.

The Safety Board said there had been an explosive growth in recreational vehicles because of higher personal incomes, increased leisure time and greater activity by retired people.

NIRA 1972-73

TRAVEL PLANNING GUIDE

As an aid to travel club officers and recreation administrators, RM briefly outlines travel destinations and special interest trips. Indicate your interests on the reply card, tear it out, and mail it to us. RM will see that you receive further details. If you are interested in an area not profiled here, indicate that area in the space provided on the card.

International Travel

CARIBBEAN CARNIVAL

Beachcombing or night-clubbing—in Jamaica, Puerto Rico, and the Virgin Islands. I-1.

SOUTH AMERICAN SOJOURN

Brazil, Argentina, Columbia, Peru, Venezuela. Excitement and fire of the Latin is mixed with the serenity of the early Inca civilization ruins. I-2.

MEXICO

The charm of Taxco, the elegance of Acapulco, the cosmopolitan aura of Mexico City are close to home but worlds away in atmosphere. I-3.

CANADA

Rough it in the north woods or swing in the sophisticated atmosphere of our northern neighbor's larger cities. I-4.

AUSTRALIA - NEW ZEALAND - SOUTH PACIFIC

Australia, land of the koala bear, kangaroo, and boomerang. The unmatched beauty of New Zealand. Polynesian dances and water sports in Tahiti, Samoa, Bora Bora. I-5.

THE FAR EAST

Japan, Hong Kong, China, Thailand, Korea. The Orient offers many possibilities and attractions, from Tokyo to Bangkok... to Peking? I-6.

THE MIDDLE EAST

Israel, Egypt, Jordan, Lebanon, Iran. Cradle of civilization. Attractions from the Nile to the oil fields to the Israelite kibbutzim. I-7.

INDIA - PAKISTAN - BENGAL DESH

Explore the mysteries of the subcontinent. Everything from temples to elephants. I-8.

GREECE - GREEK ISLES - TURKEY

Here western civilization began. History abounds from Athens to Istanbul. Cruise the beautiful greek coastal islands. I-9.

EUROPEAN TOUR

Two weeks or more. A must for the first-time traveler to Europe. Highlights from London to Paris to the Rhineland or as you like it. I-10.

FRANCE - SWITZERLAND

From Paris and all its glamor to Geneva and the Alps. I-11.

ITALY

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WASHINGTON, D.C.

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OUR COLONIAL HERITAGE

Rich in history are Virginia, Delaware, Maryland and Pennsylvania. "Must" stops include restored village of Williamsburg, Yorktown, Gettysburg, Amish and Pennsylvania Dutch country, Independence Hall. D-4.

SOUTHERN HOSPITALITY

The best of the Old South lives on in Georgia, Mississippi, Alabama—plus new sea coast resorts on the Gulf coast shores for fun and games! D-5.

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Jet-away to sun and fun in the state with much to offer—beautiful beaches, exciting cities, historic sites, everything imaginable in outdoor recreation. Disneyworld. D-6.

MID-CONTINENT, U.S.A.

From the quiet beauty of a Minnesota lake, to the bustling excitement of the nation's Second City, to the thrill of following the Lincoln Heritage Trail—the central states offer a wide variety of entertainment to travelers. D-7.

ROCKY MOUNTAIN COUNTRY

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A PLACE IN THE SUN

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WHERE THE ACTION IS!

In Nevada, of course—but there's more to it than the thrills of Las Vegas. Wise tourists also visit Hoover Dam, Lake Mead and Fire State Park. D-10.

CALIFORNIA—A COSTAL INTERLUDE

From the world's most perfect climate at San Diego, north through Disneyland, Knott's Berry Farm, Hollywood, San Simeon, Big Sur country, Monterey, to exotic San Francisco—no time to be bored on a trip like this! D-11.

THE 49TH STATE

Travel by ship or plane, but plan to spend part of next summer in Alaska in the heady atmosphere of American's last frontier. D-12.

"ALOHA"...

means hello or goodbye in Hawaii—and a lot of things in between. Visit one island or four major ones. Stopovers in San Francisco can be arranged also. D-13.

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Dept. EGT

The "Country Club Concept" a guiding force at Sun Oil

While many companies are cutting back on recreation, whether in program or staff, the Sun Oil Company in Toledo, Ohio is expanding and taking steps for its own "country club" in the near future.

This year's winner for the Helms Athletic Foundation—United Savings Award in the under-1000 employees category, Sun Oil has a set of objectives that looks optimistically to the future.

J. Harlan Moan, Employee Activities-Community Relations Coordinator at Sun Oil, says the Sun Oil Recreation Association (SERA) ideals are "to advance company and employee productivity, better health, high morale and company and community participation in leadership and supportive roles for all employees in a healthy, non-controversial and beneficial area."

"Our company position," he says, "is that recreation for employees and their families is a joint responsibility undertaken in good faith by a mutual and joint effort between employees and their Management. Employees and their families will have access to and advantage of recreational facilities and programs and instruction commensurate with their reasonable expectations and needs, and commensurate also with their ability and willingness to participate and contribute (along with the company) reasonable effort, manpower, leadership and money to achieve mutually determined goals and progress for the good of all."

This tall order is handled by a 30-member Board of Directors of the Recreation Association. The board meets monthly on company time to evaluate, recommend and approve programs and policies. At least one Management representative is present.

Contact with management

Management is in continuous contact and agreement through monthly department meetings and quarterly high level meetings, and one annual review with the General Manager and Vice President.

Management in this way reviews the progress of the program and the record of budget and capital improvements.

This close relationship has been fruitful in SERA's expansion during the recent economic slowdown.

"Our most significant accomplishment this past year was to persuade the Company to expand rather than retrench its recreational attitude and commitment. Our challenge was that of getting expanded

facilities and participation in the declining economy. Our goal is 100 per cent involvement by our employees, and increased acceptance by the Company because of it," says Moan.

The Sun Oil Recreation Association was organized on December 29, 1932 and activities were held in the cafeteria and local high schools.

Facilities are coordinated

In 1950 the Company purchased the recreation facility in the form of a piece of land and a building. Now it is a full-fledged 41-acre Recreation Center, with potential and facilities for supplying almost the complete recreation needs of employees and families. Picnic areas, play areas, softball, volleyball, playgrounds, golf driving range, swimming pool complex—all are part of the facility geared toward this "country club concept", with equal employee-company participation and acceptance.

Also recently installed are: restaurant facilities in the Recreation Building, intended to make the center a "club" for eating and recreation for the family; a full-size regulation Gun Club area with inside and outside shooting and meeting facilities located away from the main Recreation Center on an 80-acre tract of land; an outside covered pavilion for up to 200 people with electrical outlets for cooking; a trailer camping area fully equipped for 60 trailers; an outdoor ice skating rink; and a large meeting hall with 500 capacity, used for dances, banquets, wedding receptions and employee meetings.

All this is physical evidence of Sun Oil's aim to have the finest facility and participation—to the point that the Center and program fulfill the complete non-working time recreational requirements for employees and their families.

Venturing into the community, the program utilizes the Toledo Sports Arena, Toledo City Recreation Centers, the Lucas County Recreation Center, the Catholic Club, YMCA's and high schools in the area.

The program is expanding all the time. Swimming and picnicing, according to Moan, represent the largest employee participation, followed by softball. The use of the large Center hall expanded from 164 evening activities in 1971 to 210 this year.

SERA has cooperated with the community by holding the Ohio State AAU Diving Championships and the Toledo City Swimming

Championships in the company pool, plus a Championship Softball Tournament.

In 1969, Sun Oil hosted the National AAU Synchronized Swimming Championships, which brought the greatest swimmers in the country, and with them national publicity. Up to 200 volunteers from the SERA program completely handled the transportation, hospitality, housing and details of the meet.

Sun Oil's Manager of Employee Relations, Joe Scalzo, current member of the NIRA Board of Directors, is himself a former coach of AAU swimming teams and accompanied this year's U.S. Olympic team to Munich.

The above-mentioned volunteers play an important role in the structure of the SERA. An organization of 30 key representatives, elected by employees and mostly non-management people, is trained in management principles by SERA. These volunteers form a core of leadership.

"We feel that this is a fine opportunity to train leaders in management responsibility," Moan says, "and also encourage management people to participate as subordinates so that the leadership and supporting roles can be reversed in the non-controversial area of recreation. We find this role exchange to be a great experience for both the employee and his boss."

Employees contribute half

SERA encourages fiscal responsibility and insists that employees contribute through money or work at least 50 per cent of the cost of approved programs and facilities, and be held accountable for the success of same.

Everything within SERA is budgeted and each program and committee must work within a previously approved budget. All funds are audited and financial reports reviewed and approved at every monthly meeting. Normally, a supervisor in the Financial Administration Department (accounting) is elected by the membership as Treasurer, so expert financial principles and accountability prevail throughout.

This high degree of organization and business-like approach have been working for Sun Oil—at least to the degree that they are planning for a "country club" while some other companies are worried about merely maintaining their program. ■

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NIRA MEMBER TRAVEL - 1972

Compiled by Michael C. Luckenbach
National Sales Director
Recreation Management Magazine

In this final travel issue of R/M for 1972, the following member company travel programs are listed to exemplify the different types and sizes of such programs.

Employee group travel is one of the fastest-growing aspects of recreation programming in industry—and for good reason! The company which promotes a travel program enables employees and their families to travel at a cost much less than otherwise possible. In addition, employees and their families are able to develop closer and stronger ties with each other and their fellow travellers when travelling as a group.

Those companies who do not have an organized travel program should take note of the different programs presented here. From the domestic week-end bus trip to the international three-week tour, group or charter program travel can be an important part of the over-all recreation program and a real benefit to the employee.

NEW JERSEY BELL TELEPHONE

Where	When	Transportation	Number of Participants	Duration
Alps	May & June	Air	40	2-3 weeks
Puerto Rico	May	Air	160	4 days
Bermuda	June	Air	46	7 days
Florida	Aug.	Air	120	7 days
London	Oct.	Air	380	7 days
Las Vegas	Sept.	Air	812	4 days

FIBER INDUSTRIES, INC.

Where	When	Transportation	Number of Participants	Duration
Florida	June	Bus	38	5 days
Bahamas	Aug.	Ship	38	7 days

PRATT & WHITNEY

Where	When	Transportation	Number of Participants	Duration
St. Moritz	Jan.	Air	70	9 days
Boston	Feb.	Bus	130	Weekend
New York City	Mar.	Bus	372	1 day
Boston	Mar.	Bus	820	1 day
Maine	Mar.	Bus	90	Weekend
New York City	April	Bus	450	1 day
Washington, D.C.	April	Bus	90	Weekend
New Hampshire	May	Bus	100	Weekend
Greece	May	Air & Ship	179	8 days
Boston	May	Bus	45	1 day
Florida	May	Air	130	4 days
Cape Cod	June	Bus	90	3 days
Italy	July	Air	179	14 days
Hawaii	July	Air	165	14 days
New England Trips	Aug., Sept., Oct.	Bus	680	1 day

(continued on next page)

Caribbean	Oct.	Ship	164	8 days
Florida	Oct.	Air	164	8 days
New York City	Nov. & Dec.	Bus	585	1 day trips
Boston	Dec.	Bus	90	1 day

GAF CORPORATION

Where	When	Transportation	Number of Participants	Duration
New York City	Mar., Dec., Aug.	Bus	240	1-3 days
D.C.	May	Bus	40	4 days
Atlantic City	July	Bus	40	4 days
Nassau	Sept.	Ship	60	7 days
Philadelphia	Sept.	Bus	80	3 days

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Where	When	Transportation	Number of Participants	Duration
Germany	Oct.	Air	148	7 days
Nassau	Dec.	Air	350	5 days

STROMBERG CARLSON CORPORATION

Where	When	Transportation	Number of Participants	Duration
Ski-trip	Jan.	Bus	36	Weekend
Golf Trip	Mar.	Air	20	Weekend
Las Vegas	April	Air	15	5 days
Caribbean	July	Ship	50	7 days
Ohio-Football Excursion	Oct.	Bus	40	2 days

MICHIGAN BELL

Where	When	Transportation	Number of Participants	Duration
Spain	Nov.	Air	500	8 days
Michigan Tulip Festival	April	Bus	100	3 days
Orient	Oct.	Air	50-60	20 days
Canada	May	Rail	200	3 days
London	Dec.	Air	?	8 days

NATIONWIDE INSURANCE COMPANY

Where	When	Transportation	Number of Participants	Duration
New York City	April	Bus	80	3 days
Williamsburg, Virginia	May	Bus	70	3 days
Nashville, Tenn.	June	Bus	46	2 days
New York City	Oct.	Bus	80	3 days

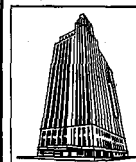
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NIRA Member Itineraries

(continued from page 11)

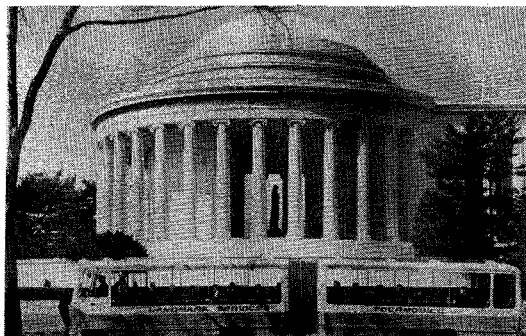
McDONNELL DOUGLAS CORP.

Where	When	Transportation	Number of Participants	Duration
Canada	May & Sept.	Ship/Air	80	11 days
Hawaii	Mar. & Dec.	Air	700/yr.	8-11 days
New Orleans/Miami & the Caribbean	Apr. - Dec.	Air/Ship	480/yr.	14 days
Orient/Pacific & South Pacific	Jan.-Dec. May-July Sept.-Oct.	Air/Rail	248/yr.	15-24 days
Mexico	Apr.-Dec.	Air	360/yr.	65 days
Europe	Apr.-Dec.	Air/Ship	420/yr.	15-29 days
White Water River Runs	April	Air/Rafts	30	8 days

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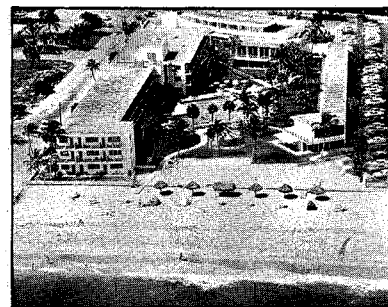
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FEES AND CHARGES



By Ken Wattenberger
Executive Director
Lockheed Employees'
Recreation Club, Calif.

Public recreation agencies have been studying the fees and charges method to supplement their revenue for many years, and are continually relying on this source of income as an important part of their budget. State and National park systems are charging entrance fees into their major parks. City governments are charging for many of their activities and special services.

Many of us in industry have programs that are partially or totally self-sustaining.

With the high costs of maintaining staff, facilities and programs, additional sources of revenues must be researched and utilized.

There are some very basic reasons and philosophies involved in charging for services rendered — let's review them.

The first and foremost reason for charging is to obtain more revenue in order to render more and better services. Why shouldn't the user bear some of the costs? You have an allotted amount of income for your recreation program servicing a specific number of employees. Why should a few reap so much benefit and others not be touched? What I am inferring is each participant should pay something towards his own interests so you will be able to afford more variety in the total programming — something for everyone.

The second reason for charging for services is that people actually enjoy and place a greater value on an activity in which they have financial interest. It has been proven many times that attendance is maintained when fees have been

charged. Every one wants to get his money's worth and this is a strong human factor in all of us.

One of the basic philosophies in the fees and charges concept is it will tend to eliminate those persons who are not genuine in trying to enjoy an activity. If it's free — "what the hell, let's sign up." This type of person usually has a tendency to be disruptive, will drop out and generally break the morale of the entire group. No program needs this type of individual.

Third in a series on ways to generate program revenues.

An additional reason for fees and charges is that it may assist in the control by eliminating the number of persons participating. If the facility or type of program can not handle your entire employee group, a charge may solve your limited attendance problem. For instance, if a deep sea fishing trip were free, you could be swamped — really.

All is not good in the "user pay" concept. Here are some of the arguments against it:

The Number One objection is it will restrict those who are unable to pay and they may need it the most. People with money can always buy their recreation — the worker who has to watch his pennies needs assistance. The Number Two objection is the fear that only those programs that will reduce revenues will be promoted and our basic philosophy of "the greatest good for the greatest number" may be avoided. We may develop a business rather than a good varied recreation program.

Some participants feel their interests are the only ones you have to consider. They will argue the program is a fringe benefit, why should they pay. They may be right if fees and charges are not fair and reasonable. A company officer who is not aware of the value of a program may direct a fee that is not practical or justified.

Another caution on charging for programs is seeing that the cost of collection does not exceed the financial benefit. Fees and charges should be administered with sound business and accounting procedures.

Who sets the policy of what programs are charged fees and how much; the company, the employees council and/or the Recreation Administrator? Whoever, let it be done with wisdom, research and results.

In recap, my recommendations for fees and charges are as follows:

1. Organize your program so all employees will be served — the best program possible for the greatest number.

2. Charge a fair and just fee where possible, keeping in mind the supply and demand concept. (Special services and special facilities for a select group should have to pay).

3. Maintain an efficient operation and a sound accounting procedure.

4. Revenues are for a purpose—not an end in themselves.

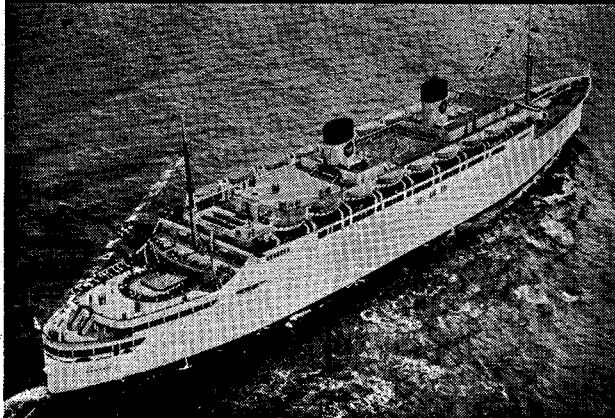
This speech marks Ken Wattenberger's sixth time as a panel member at NIRA conferences. Last year's Western Conference chairman, he came to the LERC in 1968. ■

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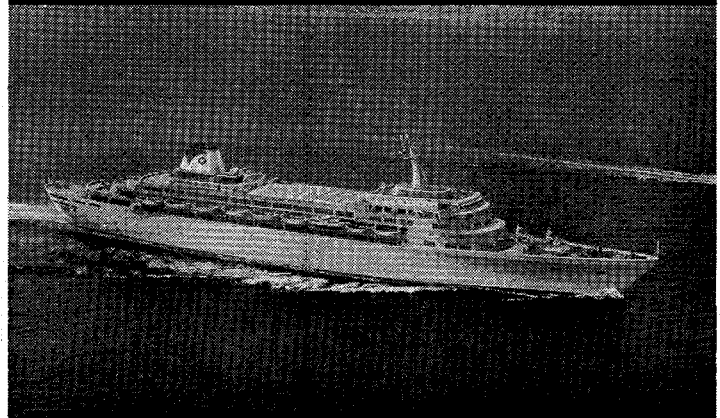


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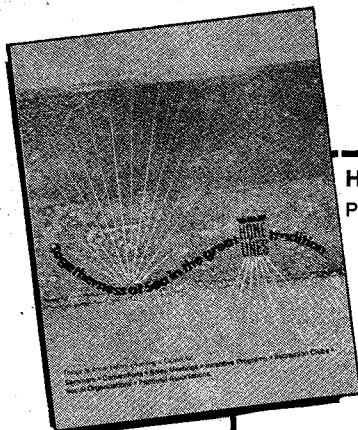
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Meet Your Board



Roy L. McClure (CIRA)



As Recreation Manager at Lockheed-Georgia Co. for the past four years, Roy McClure has been personally active in his program's most popular and fastest-growing activities—camping and boating. His family has enjoyed the two sports for almost ten years, and this year spent their vacation making the 7,000-mile round trip to the Oakland conference in their truck camper. Roy says this type of family participation is evidenced in Lockheed's camera, campers, motorcycle and flying clubs and has increased greatly in the past few years. Lockheed-Georgia has been a member of NIRA for 20 years now, and Roy this June was re-elected to the board of directors for the fourth time. Our Director for Region 4 sees NIRA's role

in his programming as one of inspiration—"Our association will become a necessity to all companies sponsoring a recreation program."

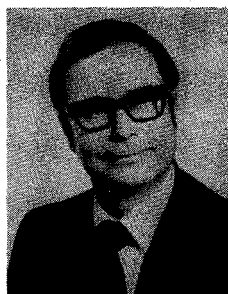
Joseph R. Scalzo (CIRA)



Joe Scalzo's background is as well-rounded as it is imposing. He is a former Toledo (Oh.) Councilman, an attorney, a chemical engineer, a civic and industrial leader, and internationally-recognized sports authority and lecturer. He spent most of his life as a university and Olympic wrestling coach and currently serves as Second Vice President for the Amateur Athletic Union of the United States. The Helms Foundation has honored him by placing him in its Hall of Fame. Joe is a member of the NIRA board through his position as Manager of Employee Relations at Sun Oil Company. His affiliation with Olympic teams has filtered into Sun Oil, as that company's pool and other facilities have been the site of National Synchronized

Swimming Championships and other wrestling and boxing competitions. Joe looks to the future for more employee participation and contribution to the recreation program and less company financial commitment.

K. C. "Ken" Wattenberger (CIRA)



Ken Wattenberger has been Executive Director of the Lockheed (Burbank) Employees Recreation Club (LERC) for only five months, but he has a background that makes him well-known to many long-time members of NIRA. From the City of Burbank Parks & Recreation Dept. to Lockheed four years ago, Ken is also the founder of the Associated Industrial Recreation Council, which services over 45 companies. "At LERC we are most proud of the variety of programming for our 30,000 employees," he says, "and the assistance received by our volunteers." He sees more use of volunteers as a future trend in industrial recreation, along with greater chances for employees to "do their own thing", under staff assistance and direction. Ken believes NIRA will provide more information and service to smaller companies in the future, and develop better marketing opportunities overall.

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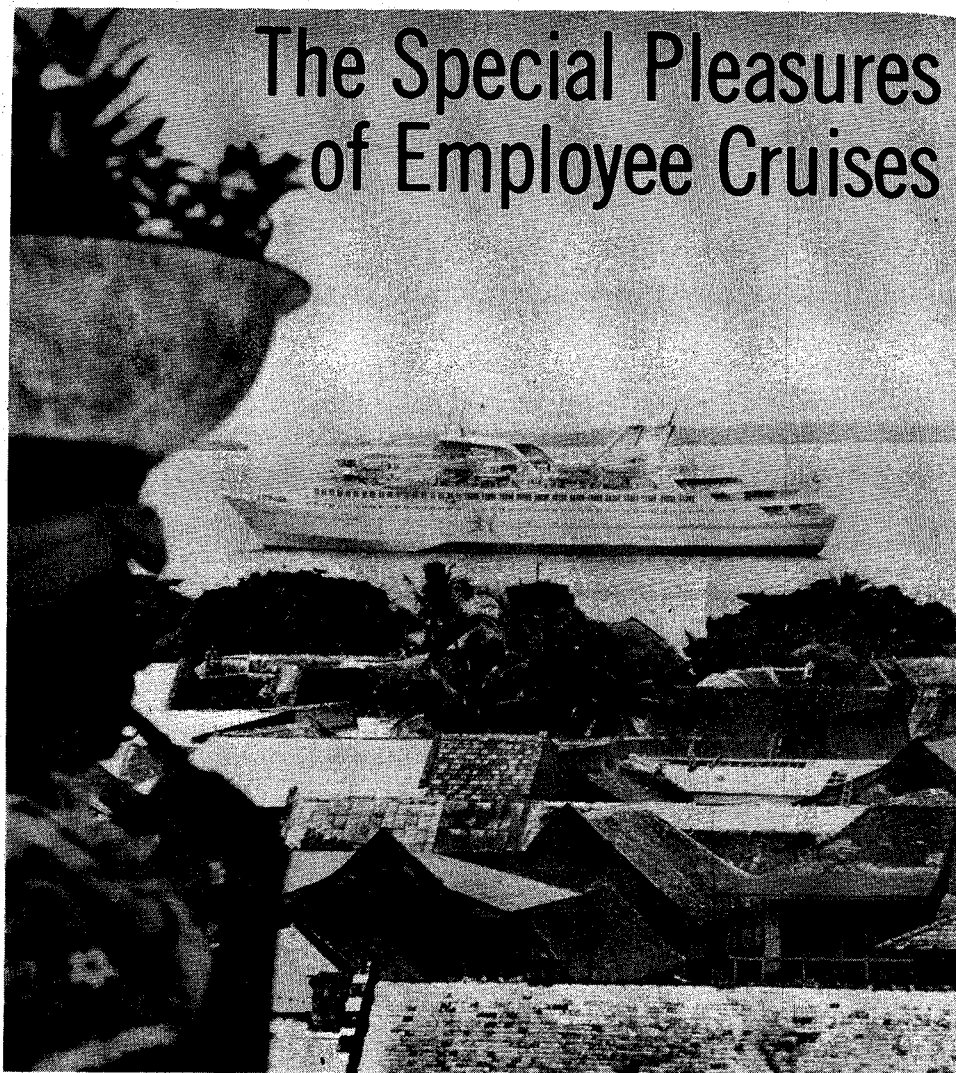


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The Special Pleasures of Employee Cruises



The romance of the Caribbean is captured in this view from the hilltop overlooking the harbor at Charlotte Amalie, St. Thomas.

Special to RECREATION MANAGEMENT

By Al Wolfe
Vice President
Public Relations
Norwegian Caribbean Lines

Remember the good old days—when the boss gave the whole staff a few days off and hung a "gone fishin'" sign on the door?

Those times may have disappeared, but nowadays it is becoming more and more frequent to find an entire 300-man factory temporarily shut down while the employees have gone cruising.

In fact, the cruise industry operating out of the New Port of Miami (Number One port for passengers in the U.S.) is finding that one of its main sources of sales is the company group, vacationing together while the business back home is closed.

"These employee rest-and-relaxation packages offer advantages through the savings inherent in group rates, and there's an intangible benefit as well," says G. Ken Smith, group sales manager for Norwegian Caribbean Lines.

"The camaraderie which develops aboard

these cruises can't help but carry over to the plant or office when the group returns home, thus contributing to more pleasant working conditions," he says. "Very often, it is a major breakthrough when, in the cruise atmosphere, the rank-and-file first discovers that top management really is a bunch of regular guys."

Group business is an important part of every cruise company's total sales effort, and most have specialized staffs assigned exclusively to this area, working through both organizational representatives and travel agents. Groups may range in size from a minimum of fifteen to full-ship charters; discounts from tariff rates may be as high as 10 per cent.

Simultaneous vacations are a relatively new trend, but according to most group sales executives, business organizations long have been the primary source of their bookings. These generally fall into two categories—incentive cruises offered to motivate peak performance by employees, or small-to-medium-sized executive and sales meetings.

Some of the basic information one might

need when planning shipboard group travel includes:

- **Cost per person**—Figure about \$44 per day. Remember, however, that this includes all food, entertainment and recreational facilities, for which there are additional charges at most hotels.

- **Length of cruises**—Available itineraries out of Miami encompass three, four, seven or fourteen days. Cruises of other duration may be arranged in the event of full-ship charters.

- **Meeting facilities**—Most of the popular cruise ships are relatively new and offer good meeting rooms, with flexibility of size and seating arrangement.

- **Control of group**—You exercise far more control of your group aboard ship than you do on land. Tour members are always within ear-shot of the public address system; they can be assembled swiftly and easily. Precise scheduling of all shipboard activities makes it possible to plan sessions virtually at any time the ship is afloat. And service from shipboard personnel is always readily available—the staff never goes home!

● **Ports of call**—Surprising though it may seem to many, selection of ports of call is not vital to success of the cruise; the cruise itself is the thing. What takes place aboard ship is the most important, and memorable, aspect of the group meeting; shore activities tend to be more individualistic. Nevertheless, you can't go wrong out of Miami, with such exotic isles as Haiti, Nassau, Jamaica, the Virgin Islands and Puerto Rico close by.

● **Advance planning**—Always allow at least eight months, preferably a year. Try to select spring or fall dates, during the off-season when companies can offer more and better accommodations and more economical rates. And always, if possible work through a travel agent; his knowledge and experience is an asset to both you and the cruise line.

If you are not involved in the planning of an employee cruise, but expect to be attending one any time soon, there are things you should know as well:

● **Food**—Gourmet cuisine is a hallmark of ocean cruising. Vessels out of Miami offer a choice among American, continental and West Indian fare, and there are always specialty dishes, native to the country whose flag the ship flies. Dining may pose a problem for weight watchers, as there are four meals daily, including the traditional midnight buffet—but special diets may be arranged in advance. Regular meals are served in early and late sittings—although your organization may have planned for the entire group to eat together.

● **Clothing**—Guide yourself as if you were planning to visit a shore resort. Informality prevails during the day, but evenings are a bit more dressy. Dinner jackets and gowns, once a must at sea, now are rare. Check the banquet schedule of your particular group. Bathing suits will get plenty of wear aboard ship, tennis shorts and golf shoes none (but you may wish to have the latter items along

for use while in port).

● **Entertainment and recreation**—By day, activities from swimming to skeet shooting are offered, with expert instruction available from the cruise staff. At night, you'll find top talent in ship lounges and night clubs, and many lines bring new performers aboard in each port to lend variety to their shows. First-run films are presented in the ship's cinema or on deck, and there is a variety of unusual programs, from dance contests to costume balls (with outfits supplied). On all ships, bar prices are considerably lower than on land.

● **Seasickness**—Not any more likely than car or air sickness. Improved stabilizers on all ships, availability of accurate weather information a week or more in advance, and the development of effective preventive medication have all but eliminated the problem.

● **Passports**—No passports, visas or inoculations are required to visit any of the popular ports served out of Miami.

● **Customs**—Returning U.S. residents who have been out of the country 48 hours are permitted to return with up to \$100 in merchandise duty-free, plus one quart of liquor if over the age of 21 years. A stop in St. Thomas permits a bonus—allowable limits increase to \$200 and a gallon of liquor, provided the liquor and at least half of the merchandise are purchased in the Virgin Islands.

● **Tipping**—Normal gratuities are \$1.50 per person per day to waiters and room stewards; other tipping is based on actual service rendered. All tips are given at the termination of the cruise.

● **Medical problems**—A doctor and nurse are aboard every vessel if needed, with facilities to handle most emergencies. Should hospitalization be required, helicopters can be summoned by radio. ■

PRIZES SET AS NIRA LAUNCHES BRIDGE TOURNAMENT FOR 1972

The National Champions from this NIRA Postal Duplicate Bridge Tournament will each receive an eight-day expense-paid trip to the Caribbean. Executive Director Michael A. Fryer has announced that this first prize award needs only final confirmation by trip sponsors.

The National runners-up will each receive a \$100 U.S. Savings Bond; Third Place winners will each receive a savings bond for \$50 and Fourth Place winners, \$25.

In addition, each member of the top team in each of the eight regions will receive a quality bridge table and chairs.

Launching your employees on the road to these prizes is as easy as noting these tournament deadlines:

JANUARY 14—Postmark deadline for receiving entries from NIRA member companies. Applications to sponsor a local game at your company must be postmarked by this date.

JANUARY 15 through FEBRUARY 28—Tournament period. Play may be held on any regularly scheduled bridge night, simply by designating it "NIRA night". Player cost is minimal. The following may form partnerships: active or retired employees of NIRA member companies, immediate relatives or widows and widowers of same, associate members of NIRA affiliated bridge clubs.

MARCH 3—Postmark deadline for receiving local tournament results. These must be sent no later than 72 hours after the local tournament is held. Percentage scores of the top two pairs in each local game will be matched against winners from other games in your region to determine regional champions and runners-up and against all other regional top two pairs to determine first-, second-, third-, and fourth-place national champions.

MARCH 12—Announcement made of winners of tournament to member companies and NIRA.

Editor's note: Although the 1972 tournament will begin in 1973, there will still be a 1973 tournament in the fall of the year.

Past participation in this tournament has exceeded 2800 players, and even more are expected this year.

Complete packets of entry information and rules will be sent to the corporate recreation director at each company. If you are at a branch plant and are eligible to enter, please contact the National Tournament Director immediately for this material. He is Walter C. Fenton, Jr., Room 832, Ford Motor Company, The American Road, Dearborn, Mi. 48121. Phone (313) 322-4155.



Top name entertainment is featured in night clubs aboard all cruise ships sailing the Caribbean out of the New Port of Miami. The Clipper Lounge of M/S Southward, pictured here, has featured such performers as Victor Borge, Earl Wilson Jr. and the Rhodes Brothers.

Plant a Bit of Spring Today

The annual spectacle of autumn's colors, when leaves turn red and gold, is matched only by the sudden burst of color of a spring garden.

The current stage of our on-going Bulbhome program and contest is that of planting the bulbs. To welcome spring next year in a fashion colorful enough for that trip-winning photograph, your employees need only a garden—large or small—and a pail of bulbs. Mother Nature does the rest.

By planting now, you can have an eye-catching spring garden with stately tulips, golden daffodils and sweet-smelling hyacinths. You can also plant some of the "winter" bulbs, like crocus and snowdrops, which bloom early, announcing that spring is just around the corner.

Now is the time to decide what colors you want and which bulbs to plant. The three most popular are tulips, daffodils and hyacinths, but there are many different kinds of each. There are exotic tulips, for example, that don't even look like tulips.

Remember also that spring lasts one quarter of the whole year and to make the most of

Single and Double Early Tulips, Hyacinths, Large and Medium-cupped Daffodils, Triumph and Darwin Hybrid Tulips, Late-flowering Tulips, Wood Hyacinth.

When to plant

Bulbs must be planted in the fall to begin root development before growth is stopped by the winter freeze. Bulb planting must be done any time in the fall until the ground becomes too hard to dig.

(In warm Southern areas, shallow planting is recommended at least a month later, preferably after Thanksgiving Day.)

How to plant

Tulips, daffodils and hyacinth bulbs are planted six to eight inches deep and six inches apart. Exceptions are the species Tulips (*Fosteriana*, *Kaufmanniana*) which are planted only four to six inches deep. Crocus, snowdrops, muscari and other smaller bulbs are planted three inches deep and three

of each of the early-blooming, mid-season and late-blooming types and you will have a continuous spring show of beautiful color. As one class of tulip reaches its peak of perfection, the next to follow will be preparing to open its flower bud.

Tulips are at their best when planted in clumps. One or two planted by themselves look lonely and lost. The simplest way of getting a colorful scene is to plant a cluster of twelve or more tulips, keeping to one color for maximum effect.

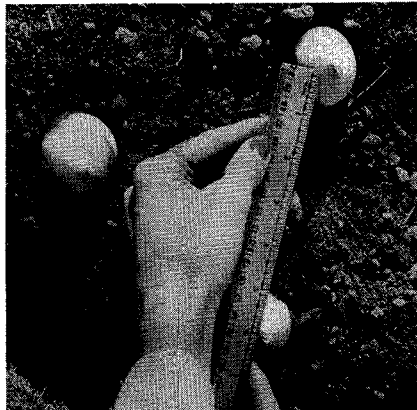
You have a wide choice of planting locations as tulips do well in shade or sunshine, though those planted in the shade will have a longer blooming life. As for planting, the best time is between late September and the middle of November.

Daffodils

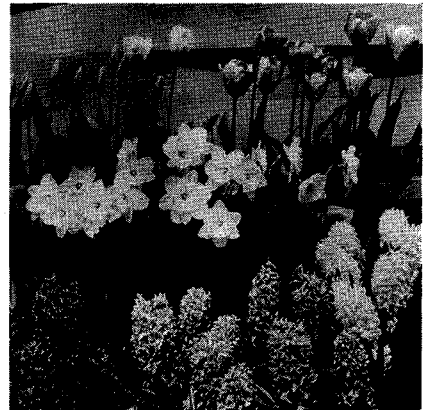
Clusters of golden yellow daffodils in the spring are a pleasure to think about when planting in the fall. The daffodil blooms early, has a long flowering season, is easy to care for and is permanent when once



For beautiful flowers to photograph next spring, you must plant the bulbs before the frost this fall.



Tulips, daffodils and hyacinths are planted six inches deep and six inches apart.



This is the type of picture that can win a trip for two to Holland next spring. Just be sure to plant them now.

a spring garden, you have to choose carefully what to plant and where to plant. With simple planning, a garden can be in continuous bloom from March through June. Some bulbs, like the snowdrop, will bloom in early March, even when there's snow on the ground. Others, like the tulip, are available in varieties that flower almost as early as the crocus, while other members of the tulip family reach their peak as late as early June.

With planning you can have the flowers you want when you want them if you choose your bulbs to bloom in sequence. This timetable lists some bulbs available in their order of flowering: Snowdrop, Winter Aconite, Crocus, Iris, Snow of the Snow, Tulip, Grape Hyacinth, Trumpet Daffodil,

inches apart. Nestle the flat bottom of the bulb into the hole you've dug, cover the bulb with soil and then give the entire planting area a good watering.

If planting a garden for the first time, be sure to plant in well-drained soil. Soil that is unusually heavy can be improved by mixing in sand, fine cinders or peat. The sand or peat should be spaded into a depth of eight to ten inches.

Tulips

The most majestic of spring flowers because of their long, slender stems and graceful flower shapes, tulips can be in bloom for at least ten weeks. Just plant some

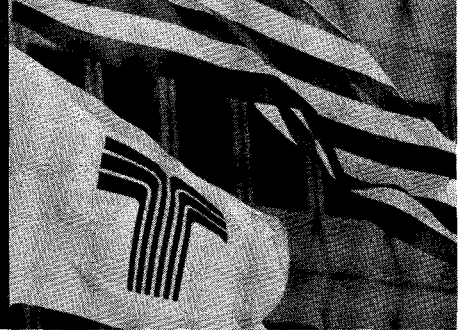
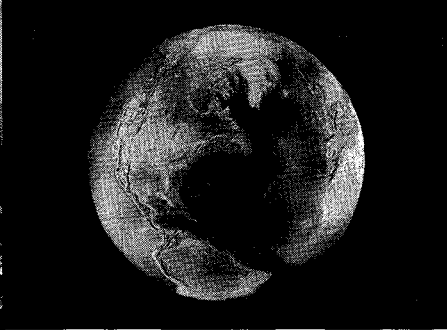
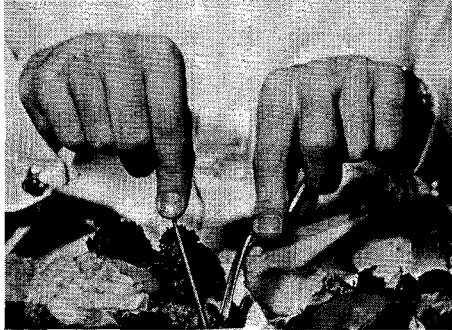
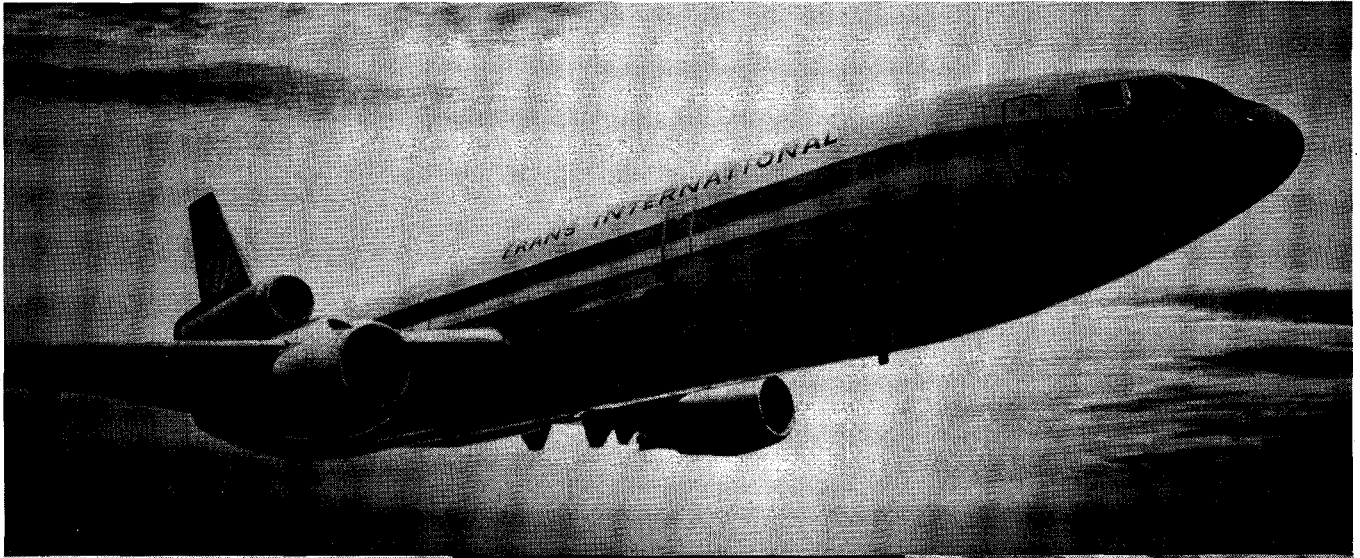
established. It can also be planted almost anywhere, and in sun or shade.

Select different varieties of daffodils so that your spring garden has a continuous bloom. And don't forget that daffodils come in colors other than the popular yellow. There are yellow double daffodils tinged with orange and golden centered white ones. The Trumpet Daffodil is the first of the species to bloom, followed by the Tazetta and Poeticus.

Daffodils will add color anywhere, especially in wooded areas, by streams, around a tree, near shrubbery, in rock gardens or along a fence.

(continued on page 22)

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Puerto Rico's Holiday Riches

Puerto Rico is, indeed, the Caribbean's richest holiday port. There are hotels and activities to suit the special interests of every visitor, as well as a fascinating ancient Spanish culture and a year-round superb weather. San Juan, the capital, is an elegant, fast-paced resort city, and the Puerto Rico beyond it is a world of tiny Spanish villages tucked in the folds of rainforests and scattered along the sea. A guide to the Island follows, emphasizing destinations for travellers with specific types of vacations in mind.

For Big City Enthusiasts

San Juan is one of the world's great resort cities. Boulevards are lined with tall, tufted palm trees, and white beaches stretch gracefully along the metropolitan shore. There is new San Juan, a modern city of gleaming glass condominiums and luxury hotels, and Old San Juan, the original settlement, dating back to 1521. Houses and historic sites here have been carefully preserved or restored under the watchful eye of the Institute of Puerto Rican Culture.

Isla Verde, the section of the city nearest International Airport, is modern and expanding rapidly with condominiums and private homes. Its centerpieces are the super-luxurious El San Juan and Americana Hotels which stand side by side. During the day, they're peaceful havens for sunbathing and relaxing, and after dark they're centers of a lively nightlife. Both hotels are amply supplied with restaurants representing many different cuisines, throbbing discotheques, nightclubs with big-name entertainment and lavish, Busby Berkley-style reviews, sumptuous gambling casinos, boutiques, tropical gardens and extensive pool and beach facilities. An entire vacation could be spent within the walls of either of these pleasure palaces.

The Condado section

The Condado section of San Juan, which lies between Isla Verde and Old San Juan, brims with hotels, sleek condominiums, fashionable shops (such as Fabulous Finds), gourmet restaurants (try Segovia or Hostal Castilla) and small nightclubs (the Wine Cellar is excellent). The Condado is the heart of San Juan, and its entertainments are within walking distance of its four major

hotels—La Concha, Flamboyán, Puerto Rico Sheraton and San Jerónimo. During the day, while the citizenry works in busy Condado offices, visitors at midtown hotels can play tennis, go waterskiing and skin diving, sun bathe or sip pina colodas by the pool.

Old San Juan

Old San Juan is the city's historic section, and there are so many places of interest to visit that several days can be spent exploring here.

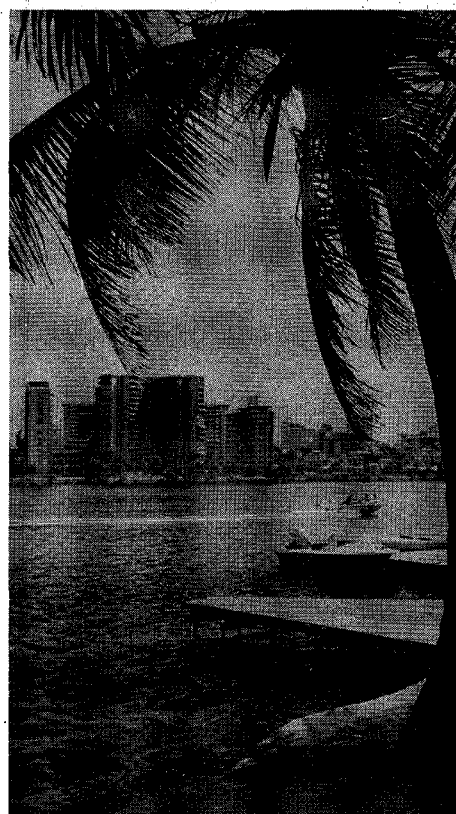
El Morro, a fortress begun in 1539, is the Old City's most impressive landmark. It stands on a sheer seacliff, its miles of thick, labyrinthine walls molded in intricate archways, ramps, crenellations and garitas (watchtowers). There is a museum in the fort that contains displays showing how it was built, and some of its ancient artifacts. An atmosphere still lingers of the soldiers' struggles against Puerto Rico's invaders—including Sir Frances Drake, the Earl of Cumberland and Admiral William Sampson.

Old San Juan was fortified not only by El Morro but by high city walls (which still stand) and two other forts—San Cristóbal and San Jerónimo, which may also be explored.

La Fortaleza, the Governor's mansion, can be visited on guided tours offered between 9 a.m. and 4:30 p.m. Originally (in 1540) a circular tower in a corner of the City's walls, the residence was remodeled and expanded in 1846 and is the oldest executive mansion in the hemisphere still in use. Antiquities from the earliest days of La Fortaleza are on display, and a tropical garden with thick, flowered foliage and reflecting pools gives it an air of undisturbed peace.

The Dominican Convent, begun in 1523, stands at the top of the Old City on San José Plaza. Often used as a refuge for women and children when the Caribe Indians, fierce cannibals living on neighboring islands, attacked Puerto Rico, the Convent is now the headquarters for the Institute of Puerto Rican Culture. Arcades of graceful arches surround a large plaza, and art shows and other cultural events are often held here. There is a craft shop in the Convent where santos (carved and painted religious figures), cuatros (Island guitars) and other Puerto Rican handicrafts may be purchased.

San José Church, next to the Convent, was



once the family church of Ponce de León's descendants, and his body was buried here until 1908 when it was moved to San Juan Cathedral. Ponce de León was Puerto Rico's first Governor, and Ponce, the Island's second largest city, is named in his honor.

At the south end of Cristo Street is the tiny, remarkable Cristo Chapel. Through its glass doors, an intricate, gleaming silver altar is visible, said to have been made from ex-votos placed there by the faithful.

Old San Juan abounds, too, with art galleries, museums, mod boutiques, flamenco nightspots, discotheques and superb Spanish restaurants, all housed in restored buildings. Modern paintings or antiques may be purchased in galleries with patios open to the sky and planted with palm trees and bougainvillea. The sounds of fountains and tropical birds are part of the ambience of the Old City.

For Spanish food, try La Fonda del Callejón on Old San Juan's Fortaleza Street. The restaurant is in a restored Colonial building which also contains a gallery and two museums. Patio de San is another charming spot, and the restaurant in the Hotel El Convento has Spanish Renaissance decor. The Hotel also has a flamenco show.

Exploring the Old City, and discovering a restaurant, nightspot or boutique on a tiny side street or alley is half the fun of visiting it. For those who prefer to vacation in cities, San Juan is a cache of treasures.

For Sportsmen and Sightseers

Swimming, snorkeling, sailing and scuba diving, deepsea fishing, surfing, tennis, golf and horseback riding are among the activities available for sportsmen in Puerto Rico.



Two sides of Puerto Rico: left, San Juan's Condado Lagoon hotel and high rise district. Above, El Morro Fortress at the entrance to San Juan Harbor. Begun in 1539, the massive fort was one of the principal bastions of the Spanish Empire in the New World.

Generally speaking, the sailing, fishing and other watersports are the attractions of the Fajardo area on the Island's eastern coast. Golf, tennis and other land sports are centered in Dorado. Both areas, of course, have facilities for all activities.

The El Conquistador is the major hotel in the Fajardo area; it is an oasis of luxury high on a cliff over-looking emerald seas. The hotel is built partially on the cliff and below, on the beach, are additional rooms and restaurants. Bright red cable cars connect the hotel's sections, and filling the view are velvety golf course greens and fairways, a marina lined with gleaming yachts, a tremendous man-made pool surrounded by a beach and stately palm trees, and, in the distance, the fishing village of Las Croabas. Deepsea fishing expeditions may be arranged at the hotel to the grounds off Culebra, one of Puerto Rico's two major out-islands. On weekends, sportfishing enthusiasts pull into Culebra's port to have lunch at the tiny Seafarer's Inn which serves superbly cooked fresh-caught fish and lobster.

Sailing parties may also be arranged through the El Conquistador, as well as trips for snorkeling and scuba diving, which is excellent in the clear waters off the tiny bays and islets of the area.

In addition to the attractions of El Conquistador and surrounding ocean are El Yunque and Luquillo Beach nearby. El Yunque is the only tropical rain forest in the National Park System, and as the road through it winds higher and higher up tall mountain sides, vines and giant tree ferns cast thickly tangled shadows against the sun.

On Sundays, at Fajardo, Puerto Rico's Historic Railroad takes passengers on hour-long trips to the lower reaches of El Yunque,

passing through cane fields and bamboo groves. The locomotive was once used to carry sugar-cane to the port, but it was recently reconditioned to carry sightseers. There are several trips each Sunday, and the fare is \$1.75 for adults and \$1.25 for children under twelve.

About five miles beyond El Yunque on Route 3 lies Luquillo Beach, opalescent in the sun and surrounded by a vast jungle of coconut groves. Close to the beach area, a long row of colorfully painted kiosks vend some of Puerto Rico's native foods. Pasteles (banana leaves filled with a mixture of ground meat, plantain, banana and vegetables) are among the treats that may be purchased here, and platano maduro relleno (plantain filled with ground meat then deep-fried). The foods of Puerto Rico are an Island treasure and once sampled, linger fondly on in memory.

Luquillo Beach itself is equipped with complete bathing facilities including bathhouses, lockers (the rent is ten cents) and showers. There are also picnic tables, and ample parking space (the fee is twenty-five cents). On Saturdays, Sundays and holidays the beach is crowded, but it's nearly deserted during the week.

Golf and tennis enthusiasts will find the facilities at Dorado superb. Between the Dorado Beach Hotel and the brand new Cerromar Beach, for example, there are seventy-two holes of golf to play.

The Dorado Beach is perhaps the Caribbean's most elegant resort hotel. Its buildings are single story and blend remarkably with the tropical landscape. In fact, the hotel's rooms, which are in small houses dotted along the beach, are so carefully hidden among the foliage that at first glance there appears to be no hotel there at all. Privacy and perfect service are the rule at Dorado Beach, and these qualities attract the rich and the famous from all over the world.

The Dorado's new sister hotel, the Cerromar, located just down the beach, has an entirely different personality. While perfect service is, again, the rule here, the Cerromar is a luxury highrise with a lively ambience. There's an elegant gambling casino and a variety of restaurants, bars and night-clubs, and a special wing of the hotel is devoted to convention facilities. The hotel has the newest computerized equipment for billing as well as facilities for checking in and out, and it was a host, this year, to both the Miss U.S.A. and Miss Universe Pageants.

Besides golf and tennis, all water sports and even horseback riding are available at the hotels. And there are miles of bicycle paths to explore, and tropical flowers and birds to study.

Sights on the North Coast

From the Dorado area, day-trips by automobile can easily be taken to other points on Puerto Rico's north coast. About 55 miles southwest of Dorado is an important Island archeological site. It is believed that

700 years ago, Puerto Rico's Taino Indians, under Chief Guarionex, constructed what is called a ceremonial ball park and used it for games and other events. The excavated park is being restored by the Institute of Puerto Rican Culture, and a small museum has been built to house some of the artifacts collected at the site. The park lies in a 13-acre field, and there are some 14 different areas comprised of paved walks, plazas and lines of standing monoliths. Some of the stones are carved with the faces and figures of gods, other depict animals. (As the site tends to be muddy, it's wise to wear old shoes when visiting it.)

The road to Utuado (the ballpark lies about eight miles west of this town on Route 111) is another good reason for a day in the area. Route 10, which winds north from Arecibo, is one of the world's great scenic drives. The road twists and turns in a dizzying fashion, climbing high in the mountains, and it passes through a rainforest where every curve reveals views of the sea and deep valleys hung with waterfalls, jungle foliage and flowers.

This is natural countryside where a cow may be loose along the roadside chewing a liana, or a flock of geese or chickens that scatter the dust with the approach of a car. People ride by on horseback, and there are stands every little while selling bananas, coconuts and pineapples. Small, wooden Spanish churches lie in some of the bends in the road, with houses of pink, green and blue tucked in around them. Avocado trees, hung with seacolored fruit, are almost hidden in fairy grottos of green vines and the colors of ripe red coffee beans and African tulip trees, yellow bananas and grapefruits, and silver balsa leaves flashing in the wind stain the perfect green terrain of glens and hillsides.

For those who prefer the sporting and exploring life out of the big city, Puerto Rico is a rich haven of such pleasures. ■



Tree ferns of more than 50 varieties are found in El Yunque Rainforest, about an hour's drive from San Juan. All photos from Puerto Rico Dept. of Tourism.

Are you letting the airlines work for you?

Group travel planners always seem to agree on one point: the most difficult part of their job is planning and coordinating transportation—whether it's nine executives inspecting potential plant sites, or several thousand members headed for a holiday.

Because success lies primarily in arranging the points of interest and tours on vacations, you would probably prefer leaving the travel arrangements to the airlines who make transporting people their daily job. Smart move, for the airlines have the manpower, technological skills and expertise to help plan every phase of the move.

Make sure, however, that the airline you select can 1) accommodate all your requirements, 2) fulfill the contract and 3) most important, provide a broad array of special services.

Plan well ahead

Contact the airline as far in advance as possible. Although charters can get underway 48 hours after the first call, the farther ahead you plan, the more smoothly the operation will go.

Once you have decided on a destination, let the airline's group sales representative know the exact number of people traveling with your group, the dates and departure times as well as the origin and destination points. The sales representative uses this information to give you an estimate of what the charter will cost. If you're uncertain about the destination, let the airline help you select exactly the right hotel and destination.

Usually within 48 hours of your call, you will be quoted a firm price that will be based on:

- the per-mile cost of operating the aircraft you require
- first class meal service
- any stopovers you may want to make or which will be needed for customs clearance
- all departure charges and taxes

As a rule of thumb, expect the cost to run about 75 per cent of the normal coach fare to your destination, based on a full plane.

Watch the costs

You'll be faced with several alternatives in operating a charter, and some will be more costly than others. Fortunately, that's where charter operations cost analysis experts can save you money.

When one Cleveland firm decided to transport some 700 people to its annual sales incentive meeting, the move became expensive because everyone lived in cities scattered throughout the 50 states.

The charter experts saved the company

more than \$15,000 by identifying five cities where the majority of the people live and using these cities as staging centers for the movement. Other people were flown to these sites on scheduled service.

Is the equipment tailored for you?

Selecting an airline with enough flexibility to accommodate your group is another important consideration.

Confidence in the airline's commitment to your contract will save hours of worry. Be sure the airline you select has a good record in not cancelling.

Special services make the difference

Most airlines offer a wide range of special services that help make your tour seem more professionally planned long before the group even leaves the airport.

For example, expect to be supplied with:

- special baggage and name tags
- a welcome banner and special check-in points at the airport
- computerized flight information so that those at home know your flight schedule, going and returning
- personalized flight bags on international flights

Ask for help with:

- obtaining travel documents
- audio-visuals for your pre-departure meeting

While the airline can give you considerable assistance in planning and operating your next charter, other areas are solely your responsibility, including:

The passenger manifest

As soon as possible, prepare a complete manifest for the airline, giving names and addresses of all passengers. Be sure to keep several copies for yourself; they'll come in handy when you help the ticket agent check in the passengers at the departure gate.

Departure times

Ninety days before departure, firm up the specific take-off hour—and try to stick to it. Threading charter flights into normal flight schedules is a precise operation. Even a one-hour change in plans can cost you and the carrier time and money.

Keeping members informed

You'll get a bigger turn-out for the event if members are enthusiastic about the

destination. Ask for posters, booklets, movies of selected destinations and any other available promotional material. You might even invite one of the airline's travel experts to address your group.

On departure day, an airline representative will join you at the airport even if it's not one normally served by the company. He'll handle all the operational details of getting your charter underway so that you can concentrate on being host to the group.

Meeting the crew

The flight crews have spent thousands of hours taking groups just like yours to meetings, conventions and on holiday. They particularly enjoy this type of assignment. In fact, you'll find that the more senior crew members regularly bid on a yearly basis for all international charter assignments. Once aloft, they will do their best to orient their service to your group, making sure everyone enjoys the trip.

Letting an airline charter planner help you arrange your next event makes good sense. Try it. You'll never believe planning could pay off so well. ■

Plant for spring . .

(continued from page 18)

Hyacinths

Hyacinths are famous for their delicate shape and fragrant perfume. They look their best when planted in a grouping of a dozen or more bulbs among evergreens or flowering shrubs in foundation plantings around the house. If planted as a foreground for a shrubbery border, they will present a striking display of color. Besides the soft pastel colors long favored by gardeners, hyacinths now come in exciting, deep colors such as red, deep purple, yellow and even orange.

The bulbs should be planted in the fall between the middle of September and mid-October. Hyacinths should produce good bloom in most types of moderately fertile soil which is well drained.

Little bulbs

The most popular are the yellow and purple crocus, and the delicate Glory of the Snow. Also worth considering are Muscari, which is similar in appearance to the hyacinth, and Scilla (Bluebells), which thrive in partial shade and are a colorful addition to any garden.

These little bulbs are inexpensive and easy to grow. Once planted, they take care of themselves, increase rapidly and require no attention.

For the best color effect, plant these little bulbs in clusters in a natural setting. Because they are early risers, they should be planted early in the fall.

Follow these guidelines and your garden should be ready to photograph for the Bulbhome contest next spring. ■

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We mean it!”

Many of you have heard that one before.

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We see that they know what clothing to bring, what immunization shots to get, and help them procure passports when necessary.

We let them know where to be and when.

And of course we provide a fine trip for them that they will long remem-

ber, at a low price they won't soon forget. For example: Spain—\$277 per person from Chicago (double occupancy), 8 days—7 nights.

In fact, all you really have to do is say “yes” and get all the credit for running a great program.

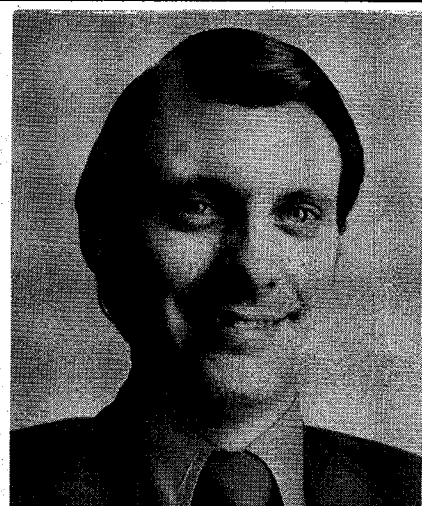
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Answering your questions about

TRAVEL INSURANCE



By Ron Bean
Special Risks Underwriter
Continental Casualty Co.

Just a few years ago, if someone mentioned that he was taking part in a company-sponsored recreation activity, it usually meant he would be playing softball after work, participating in a company bowling league, or at best heading for a local forest preserve for a day of badminton, row boating and horseshoe playing.

But times have changed, and today, company bulletin boards from Portland, Maine to Portland, Oregon, tell of employee group tours to California, Florida, Las Vegas, Bermuda, Jamaica, Europe, the Far East and South America.

Starting the trip

Most industrial recreation directors (those people usually in charge of this worker wanderlust) have, through experience, a good knowledge of what it takes to get one of these employee trips off the ground or on the road. There are bids to take from tour operators or travel agencies; contracts to sign; publicity to get out to employees. And in many cases, a release statement to be signed by employee participants "releasing directors, officers, members and agents of any responsibility toward death, personal injury, loss or damage to baggage or other personal property that may occur during or by

reason of participating in the trip or tour."

What about that last item? Does it completely relieve a company of its liability, especially in this era of the so-called "liability revolution"? What if a woman employee on a company ski trip falls and breaks her hip? Could she collect damages from the company? In all probability, no, since there is still in this area what the legal profession calls "implied assumption of risk". What that means is if a person wants to race downhill on a couple of pieces of wood, it's up to her or him to take the consequences.

But what if a recreation director booked passage for an employee group on a steamship line whose safety reputation had at times been in question? And what if that boat sunk and some members of the tour group were drowned or injured? In all probability, a legal suit would be filed against the steamship line if there appeared to be a case of negligence.

However, the travel agency that booked the tour and the recreation director's company who promoted it probably also could be sued if there was evidence that they knowingly booked passage on an unsafe carrier.

Today, most companies provide employees with some form of insurance against the hazards of business travel. A recent survey by the National Industrial Conference Board showed that out of 200 companies, some 171 had group travel insurance for employees. However, this type of coverage applies only while on company business. Very few companies give consideration to the risks of employee group pleasure travel.

Perhaps the biggest questions recreation directors have about travel insurance are: (1) Is it readily available? and (2) Can it be tailored to fit my company's needs?

To answer these questions, let's take a look at some of the unusual travel risks that CNA Insurance has underwritten. In April, 1972, CNA insured the Chinese ping pong team on its two-week tour of the United States. Sixty-nine persons, including the team and some of the newsmen and cameramen touring with them, were protected by a 24-hour-a-day accidental death and dismemberment policy.

CNA insurance also has insured other famous travellers, such as the U.S. astronauts, drivers in every Indianapolis 500 Speedway race since 1956, race car driver Gary Gabelich, who broke the land speed record in 1970 with an average speed of 622.407 mph and aerialist Karl Wallenda when he walked across 1,100 ft. Tallulah Falls gorge in Georgia.

While these may appear to be extreme

examples of travel insurance, they do serve to point out that CNA insurance, along with many other companies in the market, is willing to underwrite any reasonable travel insurance risk.

But what about the normal travel risk, such as employees going on a group tour? Is insurance readily available, and can it be tailored to fit a recreation director's needs?

Here is how we judge each situation: A recreation director, or the company's insurance manager, calls about group travel insurance. Our questions of him are: Who? What? Where? and especially, How?

Underwriting methods

With answers to these questions, we have a means of underwriting this particular risk. The "who" usually means the number of people involved. The "what" means the activity to be engaged in (skiing, touring, or maybe a white water trip down the Colorado River). The "where" could be in the U.S. or overseas. The "how", as mentioned before, is especially important. Will travel be by Chinese junk or by domestic airline service, which has an excellent safety record?

After this, it's a matter of underwriting judgment as to what rates should be charged for the protection needed. For instance, a company that planned on transporting 100 employees by air to Aspen for a rugged weekend of skiing would naturally have to pay more for accident insurance coverage than a similar group heading for Las Vegas, where the greatest hazard might be getting trampled trying to get into the Harry Belafonte show. The type of transportation (scheduled airline or charter flight) would also have to be taken into consideration in determining what would be a reasonable group rate.

An additional question on the mind of every recreation director is: What does it cost? Of course, it will vary, according to the type of exposure. But let's look at what it costs a bicycle club which uses bus service to get to and from cycling areas.

For members of this travel group, the cost per person is 50 cents per day for bus trips and 20 cents per day for bicycle trips. The policy pays \$5,000 for accidental death, \$5,000 for specific loss accident indemnity and \$5,000 for physician, surgeon, hospital and nurse indemnity.

Another example of what travel insurance can cost (group rates are lower) can be seen

(continued on page 48)

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1972-73 SCHEDULING GUIDE

ISSUE	MAIN EDITORIAL THEME
OCT	Handicrafts, Hobbies, Cultural Activities and Employee Clubs
NOV	Recreational Facilities Issue with Construction & Development Guide
DEC	1973 Buyer's Guide and Directory with Planning Guide*
JAN/FEB	Employee Group Travel with Itinerary Planning Guide*
MARCH	Warm Weather Activities with Equipment Planning Guide*
APRIL	Physical Fitness Programs & Equipment Planning Guide*
MAY	Annual NIRA Conference Preview
JUN/JUL	Fall & Winter Activities with Equipment Planning Guide*
AUG	NIRA Post Conference Report and Annual Awards Features
SEPT	Employee Group Travel with Itinerary Planning Guide*

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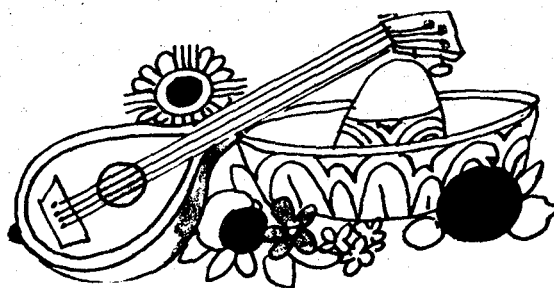
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Not Just a Piece of Paper



CERTIFIED INDUSTRIAL RECREATION ADMINISTRATORS

CIRA's are the Who's Who of NIRA membership. That's the opinion of Executive Director Michael A. Fryer, one of the program's most enthusiastic supporters.

While some professional groups view certification as a necessary evil, or even a backward step to the acknowledgement of personal achievement, NIRA's certification goals have evolved to place the CIRA program as the ultimate measure of one's integrity in the profession.

The program today, according to Certification Chairman Martha Daniell, is more concerned with "the depth of the individual" than ever before. Unlike some association "top crop" programs, the process of the CIRA application is in itself a learning, growing one. No longer multiple choice, the test allows personal interpretation and background to count.

"Our objective (in the CIRA program) is not merely to have as many people as possible take a standard test, give the right answers and pass. The test-taker must evaluate his background and his own experience in the profession, and use these to grow through the experience of the exam," says Ms. Daniell.

The exam is on the honor system and there is no set time limit for its completion. This is contrary to the two-day monitored mass

testing still used by many associations.

Noting the comparisons in the chart accompanying this article, you will find that the application fee is similarly much lower than those of other association programs.

In the eleven years of its operation, the CIRA program has been received well—about 50 per cent of the association membership is in the program and its success has brought prestige.

Ms. Daniell suggests that at one time in the future, certification may be one of the requirements for a place on the association's Executive Committee and Board of Directors. "This is a tangible, necessary criteria that we should follow," she says. "Everyone owes it to himself and his company to try to attain this level."

The CIRA newsletter, *The Informer*, is an informative benefit of the program. Its editor, Dan Archibald, favors even greater emphasis on the testing procedure as a form of education in the profession. He adds that the thesis format utilized in the AAE program might be another way to help the test taker show more of what he knows in the areas most important to his own job.

Compared to other certification programs or standing alone, the letters CIRA mean recognition of a true professional.



INFORMER

A CIRA/CIRL NEWSLETTER OF THE NATIONAL INDUSTRIAL RECREATION ASSOC.
edited by Dan L. Archibald, CIRA, McDonnell Douglas Astronautics Co.

Certification programs, like ours for the Certified Industrial Recreation Administrator, take many forms. Their differences lie in program goals, certification requirements, examination format and overall reception within the field. The one generalization to be made, however, is that certification is a definite trend. More and more associations and professional societies are using a program such as ours to recognize and enhance the images of their members. A detailed comparison follows below:

CIRA

CDP

AAE

PARENT ASSOCIATION

The National Industrial Recreation Association

The Data Processing Management Association

The American Association of Airport Executives

HOW LONG RUN

11 years

10 years

18 years

PROGRAM GOALS

"a professional society"; to establish high standards of performance for individuals in the field; a procedure for national recognition of personal achievement; to raise the professional status of industrial recreation administrators and to interest capable young persons in entering the field.

to encourage people in the industry to further study; as a major educational undertaking; an effort "to make a man recognize what is needed to advance in management and to give him encouragement to do so."

to increase the stature of the individual and to increase his value to the community he serves; "neither a policing nor an educational institution".

% OF MEMBERS CERTIFIED

about 50%

only accredited members can vote; this is about 35% of membership

nearly 50%

REQUIREMENTS FOR APPLICATION

Either 5 years experience as a recreation administrator or supervisor with minimum of 1 year in industrial recreation OR a baccalaureate degree in recreation and 1 year's experience in industrial recreation OR a baccalaureate in a related field and 2 year's experience OR a baccalaureate degree in any field and 3 year's experience in industrial recreation.

Academic requirements recently dropped; 3 to 5 year's experience in the field.

Original thesis of 3,000 to 5,000 words must be accepted before candidate can take written exam. Minimum of 3 year's experience in administration at a public-use airport, and continuing membership in the association.

FEE FOR EXAM

\$50 initially, \$30 for a retake

First retake is free, second is \$25; \$75 fee for filing the written exam

\$10, refundable if applicant is not accepted

ASSN. MEMBERSHIP NECESSARY?

No

No

Yes

CERTIFICATION COUNCIL

The Committee consists totally of CIRA's, one of whom serves as chairman (usually a past president of the association) with four other members. Selected every year, these four must have a sound educational background and experience in the field that combine to prove him or her qualified to evaluate the written applications.

Six member body (two from association executive committee and four from the field) responsible for policy-making and planning of the program.

handled by association's Director of Education and Board of Examiners

SECOND PROGRAMS

The Certified Industrial Recreation Leader, for volunteer leaders of industrial recreation programs.

Two-year-old Registered Business Programmer (RBP) exam for programming technicians

FAMILY TRAVEL IS THE KEY

By Stanley C. Plog, Ph. D.
Behavior Science Corporation

We recently completed a travel-oriented study which was exciting for us because we were allowed to test ideas and hypothesis which had been developed through other research, but never adequately explored. The purposes of the research are multiple, but can be combined into several primary question areas:

- 1) Is the family travel market important, in terms of existing travel characteristics and the potential for increased travel in the future?
- 2) What are the primary motivations for family travel and what are the relative strengths of each?
- 3) What are the deterrents to family pleasure travel and how can they be overcome?
- 4) How can the family travel market be expanded?

Although the research report covers a variety of topics, I want to present data relating to three family types examined in our analysis:

- **The Junior Family**—families with parents aged 20-34 and having pre-school and/or grade school children only.
- **Mid-range family**—families with parents aged 35-44 with grade school and/or high school children only.
- **Mature Families**—families with parents aged 45 and over with children who are of high school age and older.

These three types of families differ from one another in many ways, especially in terms of their attitudes, expectations and behaviors in traveling as a family. These differences are important in developing services and programs which appeal to each family type.

The data for the study was based on 600 personal interviews, 300 with husbands and 300 with wives, representing families that are intact with at least one child under 18 living at home. Two hundred interviews were conducted in each of the cities of Boston, Chicago and Los Angeles with persons whose total family income is \$10,000 a year or more. Overall, this represents about half of all U.S. families, according to the 1970 U.S. Census data.

Results of the research

Nearly half of the sample reports having taken a long distance pleasure trip (over 800 miles, one-way, from home) in the last two years.

The largest amount of pleasure travel is completed by **Mature Families**, probably because they have accumulated more discretionary wealth and are in the prime of their earnings capacity.

Overall, 63 per cent of those who took such a trip had at least one child under 18 years old with them. The **Mid-Range Family** is more likely to have done this than either the **Junior** or **Mature Families**. Moreover, the **Mid-Range Family** is also much more likely to have taken all of their children along with them on the trip.

In a very real sense, the **Mid-Range Family** can be thought of as the heart of the family travel market. Since it is more likely to take children along on a trip, any increase in the amount of travel by this group has the added leverage of involving more people.

Another important dimension is the intention of families to take long distance pleasure trips in the near future. All survey respondents were asked: "How likely are you in the next year to take a vacation trip with your family to a place over 800 miles from home?" Not only is the **Mature Family** more likely to have taken such a trip, but it has stronger intentions about taking it in the near future (41 per cent

saying trip likely within a year, as opposed to 35 per cent for **Junior** and 32 per cent for **Mid-Range**).

One way of defining the relative importance of pleasure travel is to determine the willingness of people to spend their discretionary dollars for it. Early in the interview, and before it was identified as a study, respondents were given an imaginary \$1,000 of clearly defined discretionary income in \$50 denominations and were asked to "spend" it across nine categories. These categories include: household improvements, new automobile, home entertainment, hobbies/crafts, local recreation, domestic pleasure travel, foreign pleasure travel, down payment on house, personal items.

All family types spent more money on U.S. travel than on foreign travel, but there is an increasing allocation of dollars to travel as families get older. With the **Junior Family**, travel dollars were also competing more with a down payment on a house, expenditures for local recreation and home entertainment. For the **Mature Family**, extra competition for travel dollars derives from larger allocations of dollars given to the purchase of a new automobile and involvement in hobbies and crafts.

Conclusions from the study

These data suggest several important conclusions. First, the **Mature Family** is the easiest to motivate for travel, as based on the number who have taken recent trips and future intentions. Second, the larger travel market potential really is with the **Mid-Range** and **Junior Families** since their absolute numbers are much greater, both in this study and the population at large. An increase in the amount of travel by these families will have a greater impact on the travel industry than an increase in travel by the **Mature Families**. If a choice has to be made, our recommendation is to place greater emphasis on the **Mid-Range Family**—families whose children range from grammar school to early high school with parents generally in the age range of 30-45 years. Third, the major trade-off for discretionary dollars is between the tangible and the intangible. It is between improving on or replacing one's home on the one hand, and experiencing domestic and foreign pleasure travel on the other. Although the home plays a dominant role at this time, the very strong showing of travel is encouraging and reinforces the notion of the future potential for the family travel market.

Far and away, the most important single motivator for long distance family pleasure travel is the perceived educational benefits that such travel offers children. Other primary motivations for family travel include "the need for new experiences", "a chance to get the most out of life while you still can enjoy it", "the pleasant memories you have after the trip is over" and "the way that travel brings the family closer together again".

We are convinced that many families feel they are drifting apart and need some help in pulling themselves together again. Travel experiences are a mutually shared activity. All family members are visiting the same destination together and sharing much of the same experiences. One respondent cited a European trip, saying it was "a hand-holding affair for the whole family". All were so awed by the sight of Medieval castles and churches that they stood together in wonderment—holding hands while they gazed. This family had not done that for ten years.


continued on page 36



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And when your group gets where they're going, they have our offices abroad to turn to for help the same as regular Pan Am passengers.

Here are some examples of charters we have going this fall and winter. They've all been put together by our Pan Am's World charter and Tourpak tour specialists which means we stand behind every one of them.

Prices are all based on a full 707 carrying 179 passengers. If you book fewer passengers, the pro rata costs are higher. Also, all prices, except where noted, are based on New York departures and prices will vary for departures from other cities.

8 days in London.

PRO RATA AIR COST: \$135.

PRO RATA LAND COST: \$75.

AIRCRAFT CHARTER PRICE: \$24,165.

(U.S. departure tax: \$3 per person.)

This includes first class accommodations with private bath at the Royal Kensington Hotel (color TV and radio included).

It also includes round trip transfers between the airport and hotel, continental breakfast every day, sightseeing tour, a ticket to a leading London theater show, a pub luncheon including 2 drinks, and guest membership in nightclubs and casinos.

The price includes portage for one bag, and tips and taxes at the hotel and airport.

Departures from selected East Coast cities every Sunday from 11/19/72—3/26/73.

8 days in Rio.

PRO RATA AIR COST: \$215.

PRO RATA LAND COST: \$184.

AIRCRAFT CHARTER PRICE: \$38,485.

(Tax and service charge: \$16 per person.)

This includes deluxe accommodations at the brand new beachfront Hotel Nacional, round trip transfers between the airport and hotel, European-style breakfast every day, sightseeing tour and a cocktail party. Departures from selected East Coast cities every Monday from 1/8/73—3/12/73.

13 days in Auckland and Sydney.

(Price based on Los Angeles departure.)

PRO RATA AIR COST: \$589.

PRO RATA LAND COST: \$188.

AIRCRAFT CHARTER PRICE: \$105,431.

(U.S. departure tax: \$3 per person.)

This includes deluxe accommodations for 5 nights at the Inter-Continental Hotel or the Travelodge in Auckland. And deluxe accommodations for 5 nights at the King's Gate Hotel in Sydney.

It also includes round trip transfers between the airport and hotel (including tips), American-style breakfast every day, deluxe a la carte dining every night from a choice of restaurants, a welcome cocktail party in both Auckland and Sydney and a sightseeing tour in both cities.

Departures from selected cities every 5 days from 1/19/73—4/24/73.

8 days in Palma de Mallorca.

PRO RATA AIR COST: \$153.60.

PRO RATA LAND COST: \$85.40.

AIRCRAFT CHARTER PRICE: \$27,494.40.

(Departure taxes: \$4.65 per person.)

This includes room with private bath and terrace at the Tropical Hotel, round trip transfers between airport and hotel, breakfast and dinner every day, and a sightseeing tour.

It also includes a full-day deluxe motor coach trip to Manacor and Porto Cristo, escorted visit to a glassware factory, a free ticket to the Palacio Vivot, and fashion shows for the ladies.

Departures from selected East Coast cities every Wednesday from 11/22/72—3/21/73.

8 days in Torremolinos; Costa del Sol.

PRO RATA AIR COST: \$143.20.

PRO RATA LAND COST: \$82.

AIRCRAFT CHARTER PRICE: \$25,632.80.

(Departure taxes: \$4.65 per person.)

This includes room with private bath and terrace at the Hotel Aloha for 7 nights, round trip transfers between the airport and hotel (including tips), welcome Sangria party followed by dinner, continental breakfast every day, 5 lunches or dinners, and a sightseeing tour to Malaga. Departures from selected East Coast cities every Monday from 11/20/72—3/26/73.

Prices for the following Nassau, San Juan and Kingston packages are based on off-peak season land costs. Your Pan Am representative has full information on peak season costs and holiday surcharges.

4 or 5 days in Nassau.

PRO RATA AIR COST: \$58.

PRO RATA LAND COST: \$54.

AIRCRAFT CHARTER PRICE: \$10,382.

(Departure taxes: \$6 per person.)

This package includes room with private bath and terrace at the Nassau Beach Hotel, round trip transfers between the airport and hotel, a welcome rum swizzle party, a glass-bottom boat tour and group sailing and snorkeling lessons.

5 DAY-4 NIGHT PACKAGE: Departures every Monday from 11/20/72—3/26/73 from selected East Coast cities.

4 DAY-3 NIGHT PACKAGE: Departures every Friday from 11/24/72—3/30/73 from selected East Coast cities.

8 days in San Juan.

PRO RATA AIR COST: \$77.50.

PRO RATA LAND COST: \$99.50.

AIRCRAFT CHARTER PRICE: \$13,872.50.

(U.S. departure tax: \$3 per person.)

This package includes room with private bath and terrace at the beachfront Dorado del Mar Hotel and Country Club, round trip transfers between the airport and hotel, free use of the archery range and a chance to enjoy all the other features of the hotel, including 1200 feet of oceanfront, a large fresh water pool, an 18-hole, 7300-yard, par-72 golf course, restaurants, cocktail lounges and gambling casinos.

Departures from selected East Coast cities every Wednesday from 11/22/72—3/28/73.

4 or 5 days in Kingston.

PRO RATA AIR COST: \$75.50.

PRO RATA LAND COST: \$64.50.

AIRCRAFT CHARTER PRICE: \$13,514.50.

(Departure taxes: \$5.50 per person.)

This package includes room with private bath and terrace at the Sheraton Kingston Hotel, round trip transfers between the airport and hotel, breakfast every day, a get-together cocktail party with an open bar, and free use of a poolside chaise longue and tennis courts.

5 DAY-4 NIGHT PACKAGE: Departures every Sunday from 11/19/72—3/25/73 from selected East Coast cities.

4 DAY-3 NIGHT PACKAGE: Departures every Thursday from 11/23/72—3/29/73 from selected East Coast cities.

All flights include meals and complimentary drinks on the plane. And inflight entertainment on all flights.

Our land package prices are all based on double occupancy hotel accommodations, (single or triple occupancy also available), and there are meeting and convention facilities available at every destination.

As you can see, when you book your group on a Pan Am charter, they get all of the things that've made charter flights so popular.

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Cap Haitien, San Juan,
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Guaira), Grenada, Barbados,
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Juan, St. Thomas and Nassau.
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Do you plan for "light trippers" or "heavy trippers"? And what do you do for the "non-trippers"?

RESEARCH ON LEISURE ACTIVITIES AND TRAVEL

By Edward L. Perkins
Senior Economist
Midwest Research Institute

Introduction

I am pleased to share with you some of the highlights of a large-scale leisure/recreation research program recently completed by the Midwest Research Institute. This program involved an extensive nationwide survey of participation in a long list of leisure/recreation activities, including travel.

General Leisure/Recreation

One of the seven major sections of the survey served to update a 1960 survey on outdoor recreation participation. Among the key findings are the following:

- Driving for pleasure is still the number one outdoor recreation activity in the U.S. in terms of participants; 110 million Americans 12 years of age and older went driving for pleasure at least once in 1970, compared with 75 million in 1960.

- Picnicking remains in second place among the outdoor recreation activities, with 105 million participants 12 years and over in 1970 compared with 70 million in 1960.

- Activities showing the highest rates of growth, in percentage terms, between 1960 and 1970 were camping and bicycling.

- Boating, fishing and hunting are showing signs of relative maturity in terms of per cent of population participating; however, the total number of activity-days for these activities grew more rapidly than number of participants, so that markets for boating, fishing and hunting equipment and services remain attractive.

U.S. consumers spent approximately \$58 billion for a wide variety of leisure/recreation goods and services in 1970. According to our forecasts, leisure expenditures should reach the \$100 billion level by 1977. Moreover, these expenditure estimates are "bare bones" minimum, since they exclude any allocations to leisure of such major expenditure categories as food, clothing, personal care products and personal automobile ownership and use. Leisure expenditures have grown significantly as a percentage of total personal consumption between 1963 and 1970 and are expected to continue to increase through the 1970's.

Travel

In 1970, the average U.S. Household took 2.8 vacations and 4.6 weekend trips. For those households who did take any weekend trips at all, the average number was 7.6. There were significant regional differences in tourism behavior: households in the West were considerably above average for both categories of travel, while the North Central region was lowest for both categories.

Our survey of vacations and weekend trips again confirmed the fact that travel is highly seasonal, with over 40 per cent of weekend trips, 50 per cent of all vacations and over 65 per cent of longest vacations starting during the peak three-month period.

We confirmed that the U.S. is a nation of freeloaders, with about half of the weekend trip visitor-nights and almost 40 per cent of the vacation visitor-nights accounted for by that old standby, "friends and relatives". A lot of us are still going where the price is right.

Trailers, campers, motor homes, public camping areas and private camping areas accounted for over 19 per cent of the total visitor-nights during weekend travel. This is a higher percentage than accounted for by the "motel, lodge" category, but less than the aggregate total for motels, lodges, hotels, resorts and rental cabins. Camping vehicles also accounted for approximately two-thirds as many total vacation travel passenger miles as the airlines.

Although we have no comparable historical data, our intuitive conclusion is that camping vehicle passenger miles are probably increasing as rapidly or more rapidly than commercial airline passenger miles as a mode of vacation travel. It is small wonder that so many oil companies and hotel and motel chains are developing special facilities to serve this large and growing market.

Our 1971 survey also included measurements of the outdoor and indoor recreational activities in which people participated while they were on vacation or while they were on weekend trips. As you might expect, sightseeing ranked number one as an outdoor activity for people on vacation, followed, in decreasing order, by swimming, fishing, relaxing, shopping, walking and boating. The ranking of these vacation activities varies with age and income. For example, for the 25-year and under age group, playing outdoor games

replaces walking in the top seven line-up. For the \$8,000 to \$10,000 household income group, boating moves up the list ahead of walking.

Special Analysis of the Data Bank

From the beginning, the leisure/recreation program was conceived as a large-scale and comprehensive data bank on participation in as many different leisure/recreation activities as we could realistically identify and measure. This is a marked contrast to most travel surveys, which are directed to a much narrower purpose. One of the major advantages of this approach is the ability of users to run an almost endless variety of special analyses.

Because of the interests of many of you, we decided to focus this special data bank analysis on the travel market. Specifically, we are concentrating on weekend travel, probably one of the more poorly documented segments of the travel spectrum. We divided surveyed households into three groups—the 40 per cent that took no weekend trips in 1970, the households that took fewer than the average of 7.6 trips and the households that took more than the 7.6 average. For brevity, I will refer to these three groups as the nontrippers, the light trippers and the heavy trippers. Some of the results follow:

- Non-trippers are the relatively lower-income and older households.

- Of those households that did take weekend trips, heavy trippers are more creatures of habit than light trippers. They usually return to the same place and do the same things. The most frequently-mentioned destinations for heavy trippers were small towns, then cities, then lakes. The first choice destinations for light trippers were big cities, then small towns.

- Heavy and light trippers showed virtually identical use of the family car as a weekend transportation mode. There, however, the similarity ends: heavy trippers are more apt to use a camping vehicle, while light trippers are better airline, bus and railroad customers. Heavy trippers also do not travel as far as light trippers.

- The tendencies of heavy and light trippers to sponge off friends and relatives were virtually identical, but of the remaining locals, heavy trippers tend to concentrate

(continued on page 42)

Eastern's answer to charter flights that never get off the ground.

Group 40

The big problem with getting charter flights off the ground is getting enough people to get on the charter flights.

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Group 40 fares will be effective from September 7 through December 11, 1972. And of course, can only be offered on selected days and flights.

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The boom in special-interest tours

One of the easiest and most effective ways to promote or expand your travel program is through special-interest tours. You plan one-day jaunts or three-week trips to places and events especially suited to the activities and interests of one segment of your membership—one club, for example.

Plan the trip to coincide with a tournament or competition, or make that tournament the reason in itself for the tour. The two most fertile areas here (in regard to travel industry cooperation) are tours for those who play tennis or golf. Fans of either sport, not only the fanatics, would love to visit a famous golf course or renowned tennis club, whether to just watch the pros or conduct their own play-offs.

Many of these sites are in all-around locales for a vacation—they abound in sight-seeing and other forms of recreation. This way, spouses who do not play the game or who are waiting their turn in the competition will have plenty else to do.

The tennis tour market

The tennis tour market is exploding right now. All the resort hotel people who used to feel that parking lots were more important are now scurrying around their properties trying to find more space for tennis courts and competent pros to serve all the new talent coming in.

Some hotels are even developing tennis packages, to help you choose which spot has the right number of courts, which are lighted at night or have indoor facilities. When planning a tennis tour, check what the resort does for its tennis guests. One Caribbean resort was built almost especially for tennis, but they had a woman in charge of arranging court time and games who knew nothing about the game.

Some resort areas have the interest, but inadequate facilities. It would be totally exasperating for half of your club to be wandering around the hotel waiting for a free court.

Hotels that cater to local players is one guarantee that a traveler has a good chance of finding some interesting tennis. Many of these are open to tourists, as well as local residents. Tennis pros suggest holding down the number of tour participants to 30 or so, however. This eases tournament planning and court set-ups.

One refinement of the tennis tour idea is by age. Senior players are often your most ardent. Known as "the player over 45", special tournaments are often in demand, even up to age 60 and over. On the other side of the coin are the young singles who like the chance to socialize through tennis.

Winter trips to the southwest, Florida or

the Caribbean are perfect for your hibernating tennis group.

Golf a favored winter theme

The golf market is a bit different, but just as enthusiastic. These tours are perhaps a bit easier to arrange since scenic and challenging golf courses just perfect for your club are already in existence.

Travel industry groups have long found the advantage in emphasizing golf facilities to businessmen. Corporate groups are prime targets, since many sales people take up golf with their business and often want to vacation with their co-workers anyway.

Golf is another favorite winter market, with the big months being October through April when most private courses are closed. The British Isles are popular in late spring and early fall, while winter crowds flock to Spain and Portugal.

Hotels offering golf packages know how to treat the discriminating American golfer. Some have heated pools for the golfer who

comes off the course hot and sweaty. Others offer tennis and skeet-shooting for a change of pace. Most packages include a choice of hotels, green fees, a few tips from the pro and a complimentary drink or breakfast. There are separate rates for non-golfers who come along.

One of the most successful of the golf tours operated by NIRA member companies is the Jetaway Golf Classic, run by Illinois and Michigan Bell. This year's third annual classic sets golfers from Illinois Bell against Michigan Bell at Marbella, Costa del Sol, Spain. Tournament play will be on one 18-hole course and the Gals Only Tournament on another. Both courses are by the famous designer Robert Trent Jones, and are voted among the finest in Spain.

Hit of the whole program

Michigan Bell's Gene Miller calls the yearly golf tour "a real go-getter", the most popular of the travel program. The November

(continued on page 47)

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Family travel is the key

(continued from page 28)

The research also focused on what keeps families from traveling. The deterrent achieving the highest rating is the cost of transportation, the second-highest accrues to the cost of hotels and motels and the third-highest involves the cost of meals.

Recommendations for promotion and planning

1) Most important, perhaps, companies in the travel business need to decide whether or not they honestly are interested in the family travel market. Handing out tin pilots' wings or allowing children to sleep on rollaways in the parents' room for \$3.00 extra a night is a convincing **lack of interest** in the family market. When a company is really determined to go after a market segment, it is usually sufficiently creative to develop the beginnings of the needed services and facilities.

2) The more important benefits of family travel include the educational opportunities it offers for children, the chance to get away and re-charge the psychic batteries of the entire family, and the opportunity that travel offers to bring the family closer together. These are appropriate themes for promotion.

3) There is an obvious need for more packaging in family travel, to reduce the costs of travel and to make the entire vacation an easier activity to initiate. Costs are a critically important deterrent to family pleasure travel.

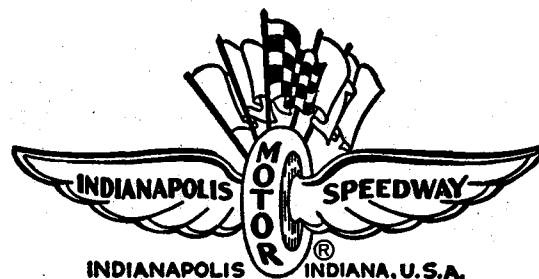
4) Travel related companies such as the airlines need to provide more services to families. These include such obvious things as bottle warmers, bulkhead bassinets, diaper tables, and meaningful games in flight, ground services which include interesting restaurants and shops, strollers and family information centers at airports.

5) Resorts and other destination areas need to provide considerably more services and facilities for families. This conclusion grows out of the unique need for privacy by parents and for activity by children. Specifically, child care services are a must, especially across dinner hours and into the evening. Structured activities are a requirement for pre-teenage children to provide them with an outlet for their energy and a sense that the vacation has resulted in interesting things to do.

6) Condominiums, or other low-cost multi-room apartment type facilities are the vacation housing wave of the future. Separate rooms for parents and children provide the necessary sense of privacy and kitchen facilities offer a way of reducing some of the costs.

7) Finally, "helpful hints" booklets with suggestions about the easiest and best ways to prepare for a trip should be prepared and widely distributed. ■

May 18-23, 1973



making the most of . . .

One-Day and Weekend Trips

By Jack Frain, CIRA
Recreation Supervisor
McDonnell Douglas Corp.

Throughout the McDonnell Douglas Complex in St. Louis are 21 Recreation Service Racks. These racks are used for a variety of information, including travel and vacation information, sports schedules, special activity notices and various discount offers. The racks are serviced weekly by a member of the Recreation Staff.

We receive a variety of brochures from various associations and individuals in the Midwest. Among the most popular are Six Flags Over Mid-America, Silver Dollar City, Lake of the Ozarks and Table Rock Lake.

During 1972, trips were planned for every "long" weekend. Over Memorial Day, a Golfing Weekend was arranged at French Lick, Indiana. The participants left by chartered bus on Saturday morning and returned to St. Louis late Monday afternoon. The package included transportation, lodging, meals and unlimited golf.

Over the Labor Day weekend, a charter flight to Las Vegas was arranged. Participants

left St. Louis Friday afternoon and returned to St. Louis Monday evening. The package included all transportation and lodging.

Over the United Nations Holiday, celebrated by McDonnell Douglas on October 23rd this year, three trips are planned. The first, a charter flight to New York City, will depart from the McDonnell Douglas Flight Ramp immediately after work on October 20th and return Monday evening, October 23rd. All participants will be able to park their cars on the MDC lot and board the plane at that spot. The package includes air fare, a tour of the U.N., a Broadway show and a boat tour of the New York harbor.

The second trip over the U.N. holiday is a Football Special. Two chartered buses will leave a McDonnell Parking Lot early Saturday, October 21st, and proceed directly to South Bend to see the Missouri Tigers battle the Fighting Irish of Notre Dame. Following the game, the buses will proceed to the Playboy Towers Hotel in Chicago for a cocktail party. The participants will be on their own after the party until the buses depart Chicago at approximately 1 p.m. on Sunday. Package includes transportation,

ticket to game, lodging, cocktail party and lunch on the way to South Bend.

The third trip over the holiday will be a flight to San Juan. Full details are not yet available, but the plane will leave St. Louis on Friday evening and return Monday evening.

Over the Thanksgiving Weekend, a four-day holiday at McDonnell, more trips are now being planned. One will be a Ski Trip to either Vail, Colorado or Alta, Utah. Other possibilities we are considering are a trip to Disney World, or possibly another trip to Las Vegas.

In the past, we have had one-day excursions to nearby areas, i.e., Ste. Genevieve, Mo., the oldest French settlement West of the Mississippi, the State Capitol in Springfield, Ill., football trips to the Missouri University home games, etc. Many of these ideas originate at the suggestion of our personnel and others are ideas from the Recreation Staff.

Future one-day trips being considered are the Mark Twain area around Hannibal, Mo., Silver Dollar City and University of Illinois football games.

The Service Racks have been a great help in our promotions. With a limited staff, we are unable to service all the personnel directly. These racks enable us to dispense literature in all areas of the company. They have been extremely effective, which is shown by the fact that all our one-day and weekend trips have been sell-outs. ■



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SUBJECT: Group Travel

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We hope you want to know more about our quiet, pacesetter company.

Sincerely,

Richard J. Davis, Jr.
Richard J. Davis, Jr.
PRESIDENT

contact your PACESETTER representative at:

1828 L Street N.W., WASHINGTON, D. C. 20036 (202) 785-4080

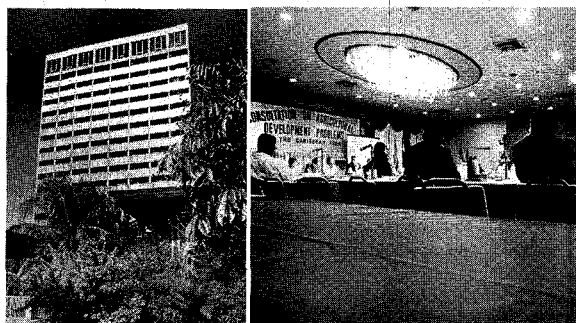
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- **SO WHERE SHOULD YOU SKI?**

How to Promote Your Travel Program

By M. John Mac Lean, CIRA
Recreation Director
Ford Motor Company



M. John MacLean, CIRA, is a member of the NIRA Board of Directors for Region III. His role in boosting Ford's Travel Program from 2000 to 6000 participants a year since 1968 is testimony to the value of the following promotion tips.

The Ford Employees Recreation Association Travel Program is by far the most popular and fastest-growing recreational activity at Ford Motor Company. Experience dictates that the F.E.R.A. Travel Committee be very careful in the planning stages to offer employees the best possible program.

Choosing trip destinations of major interest to the employee is first. Using the previous year's schedule, questionnaires from employees, and reviewing new and popular locations, the committee prepares a tentative schedule. Next, from competitive bidding of qualified agents, a final trip schedule is prepared. Then last, but not least, the actual promotion of the travel program.

In promoting the travel program, the following steps are followed:

- **Timely General Announcement**—It is very important to be timely. For example, our

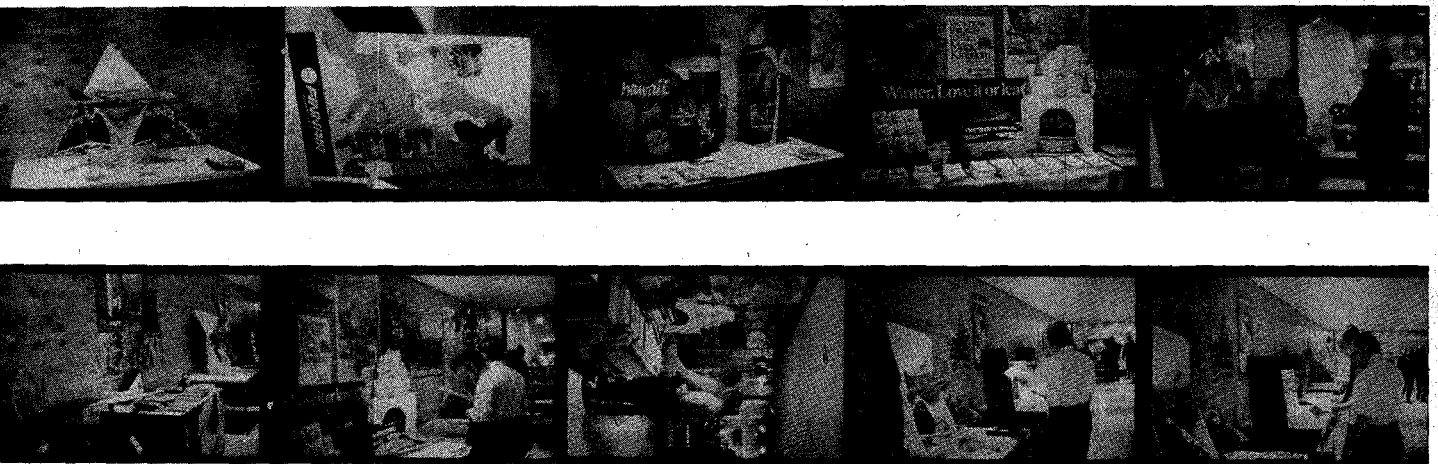
previous year and pictures of the new trip destinations. A mail-in coupon is enclosed so the employee and his family can request literature about the trips. The travel program is also featured in our retired employees publication.

- **Bulletin Boards**—Initially, a poster is prepared with the entire schedule. This is followed up periodically with colorful and informative posters for each individual trip.

- **Travel Borchures**—Colorful, eye-catching

- **Travel Rally**—Each year in January, a travel rally is held. This is a very popular evening with our employees. First, a general session is held, featuring items of interest relating to travel and the program, with prizes for those who attend. After this session, rooms are set up for each individual trip where employees can go to learn more about their own specific travel plans.

- **Pre-trip Meeting**—Finally, about two or three weeks prior to a trip departure, a pre-



program is prepared on an annual basis, beginning in January. The initial announcement is made no later than the fifteenth of October of the previous year. This allows the employee to formulate his vacation schedule with his supervisor and time to prepare his budget for the trip.

- **Company Publications**—Through the Company Newspaper, we announce the program in an article featuring one or more employees who have been on our trips the

folders are prepared by the agency for each trip showing the complete itinerary, general information, costs, etc. which are made available to the employee upon request from the local personnel services representative or the Recreation Office.

- **Travel Display** (see photos)—A display is assembled each year, featuring the new travel schedule and displays from all the major airlines. This is to attract the employees' interest in the program.

trip meeting is held for a final review of all information about the trip. At this meeting, questions of the participants are answered, the itinerary is discussed and any travel trivia that may be helpful is reviewed.

Without a well-organized promotional plan, many programs go by unnoticed. All of the above steps enhance the promotion of the FERA Travel Program. Careful planning and good promotion are major keys to a successful program. ■

VACATION TRAVEL: The Way to Success in Employee Travel

By James F. Miller
Manager, Group Travel Department
American Express Company

It has been my experience that many recreation staffs miss what may be the most successful aspect of a group travel program—that is, a vacation-oriented approach.

During my contact with many companies, I have found no lack of travel-wise employees eager to work on or create a travel club. Travel program selection committees are also well-staffed with these experienced people. But what about the non-activist, the person who doesn't have experience in either travel or recreation committee workings?

The experienced traveller can easily pick out an attractive destination or discuss intelligently the pros and cons of a specific itinerary. This skill can be of great help to the recreation staff in guiding its choices in travel programs. Unfortunately, this guidance as a total and singular decision-making force has led to a narrow view of travel programs in many companies.

The recreation staff or travel committee must consider more than just the vocal traveller. The experienced traveller is not interested or has already been to most of the destinations that would appeal to the less-travelled majority.

It should be the purpose of a recreation program to appeal to the widest number of people it can. This holds true in sports, activities and travel. The nature of many sports restricts the number of participants. Many activities are too specialized for the majority. There

are only a certain number of people interested in or capable of participating in the recreation program. However, one thing that each employee does have is a vacation. That period of time away from work is of concern and interest to everyone. That fact opens the door to a vacation-oriented travel program.

A vacation program is a mixture of variable components. These are manipulated and formulated to be the most acceptable to the person we are after—the inexperienced, non-participating man or woman who would like to travel. We have been able to name the most visible components in these vacation programs. They are: 1) price, 2) destination, 3) duration, and 4) management. With the right combination of these factors, you can create a vacation-oriented travel program.

Price most important

The most important of the components is price. In the mind of your prospective participant, price is being compared with two things—the price he sees in the local papers and other media for travel and the other things he can purchase for the same dollars.

Travel is a luxury product, but vacations are not. For this reason, people will spend money on travel if they recognize the value of the expenditure as well as the value in a vacation. In considering a

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vacation program price, you must use a rational judgement. The fact is that price reductions occur with volume and timing. A full plane load will warrant a much better price than a small group. Going in the off-season or shoulder season will warrant price benefits. Given these facts, it is important to have a successful program to enable you to maintain prices. It is also important to remember that nothing is free. The addition of costs for free trips, or attractions that may serve only a few, raises the price for everyone.

Destination another variable

Here again, it is imperative that a rational approach be used. The majority of people want to go to successful destinations. While some people shun the commonplace vacation spots, they still remain popular. Very few of your people have the experience or sophistication to appreciate an exotic destination. The majority don't know what to do in large metropolitan centers or foreign countries if left on their own. This majority wants a vacation, which means a place where they will be comfortable. They want to be secure no matter what activity they choose, sun bathing or exploring. Remember, sophistication comes from experience; it is not assumed. The time will come when this majority will demand more varied destinations.

The facilities of the destination are of concern to the vacationer. As a result, it is wise to choose a destination with sufficient built-in activities to appeal to the most un-adventurous. It is also important that the quality of a destination hotel be of the highest. It doesn't have to be luxurious, but it must obviously be desirable to someone who is exposed to travelling only by chance. It is advisable to include in the destination product as few extras as possible. This keeps the price down. The advantage is that no one pays for something he doesn't use. You will find that each individual will still get a good deal on extras by nature of expected large numbers. You will find that if the extra is worth it enough people will participate to make it enjoyable and

reasonable in price.

Consider trip duration

Duration means the number of vacation days or days off a program requires. In appealing to a large number of employees, this is obviously important. A trip which is three weeks long eliminates anyone who has less than a three-week vacation. Any program which takes all the available vacation time has to compete with every other thing that the employee might wish or has to do. That is tough competition. If you set up your program to enable everyone to participate (based on available vacation days), you obviously increase your potential. Most people will accept a one-week program as it takes only half of their vacation. (This time length is variable based on individual company policy). On this basis, the competition for the vacation time is greatly reduced.

As you build a vacation program, you will find that a very successful duration is the short stay. This is due to the fact that many people have left over days (two or three) as the year goes by. As a result, by using the short stay vacation in your program, you again appeal to the larger number of people, and the "two vacations a year" buyers. Naturally, the shorter duration brings about lower costs, thus making your vacation programs more competitive with other available activities.

The role of management

This encompasses the actual operation of the vacation program. That means from the day it is announced until the day it returns. You must have each step in this process clearly in mind when you begin. Again, we are appealing to the un-sophisticated traveller. If he feels that the total program is not completely safe and well-managed, he

(continued on page 46)

A NON-PROFIT SERVICE ORGANIZATION / OFFICIAL PUBLICATION RECREATION MANAGEMENT
NATIONAL INDUSTRIAL RECREATION ASSOCIATION
 20 NORTH WACKER DRIVE · CHICAGO, ILLINOIS 60606 · 312-263-6696
 August 4, 1972

Ike Matza
 Hawaiian Holidays
 500 Fifth Avenue
 New York, N.Y. 10036

Dear Ike:

On behalf of the Board of Directors of the National Industrial Recreation Association and the members of the Association who had the very fortunate opportunity to take part in your Executive Familiarization Tour to Hawaii, I would like to thank you for a most splendid performance.

You have many firsts with NIRA! You are the first tour operator to handle a National Conference post-Conference Tour and you did a first class job. Correspondence from the participants indicates that all were extremely pleased and impressed with your flawless arrangements during the entire 7-day excursion to three of the Hawaiian Islands.

My personal observation of the tour assured me of the high quality performance and arrangements your company produces. You are regarded as one of NIRA's finest supporters through your advertising, exhibiting and Associate membership. We hope that each and every company within the membership will have the opportunity in the future to personally witness your tour arrangements. On behalf of all of NIRA, I thank you again and look forward to continued business.

Respectfully,

Michael A. Fryer
 Michael A. Fryer
 Executive Director

MAF:CT

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What more can we say? If you are planning a trip for your group, the place to take them to is HAWAII*. And the people to deal with are the friendly folks at HAWAIIAN HOLIDAYS, INC.

Write to us about your needs and for more information on our company.

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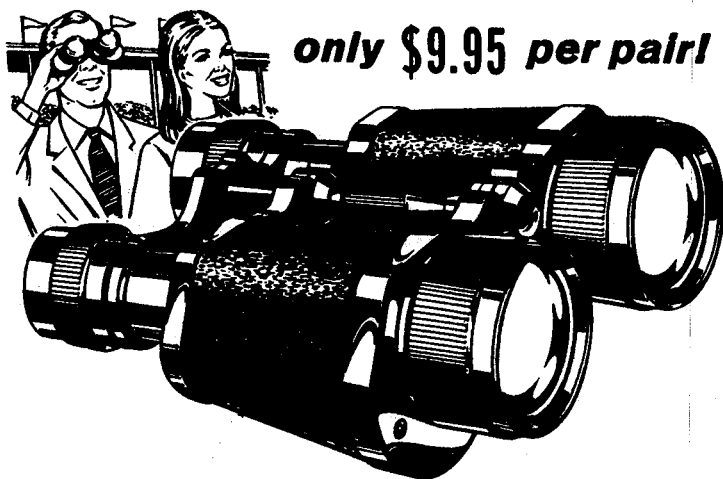
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- ☐ Send ONE only. I enclose \$9.95.
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Address _____

City, State, Zip _____

Research on travel

(continued from page 33)

their visitor nights in recreational vehicles, sleeping bags and rental cottages. Light trippers are higher users of resorts, hotels and motels.

- In terms of weekend trip activities, heavy trippers are very big in fishing, boating, playing outdoor games and hunting. Light trippers prefer to concentrate on sightseeing, picnicking, viewing spectator sports, relaxing and shopping.

- Light trippers preferred to stay home to play golf, while the non-trippers top the per capita participation list in snowmobiling and ice skating.

- With regard to indoor activities, the non-trippers watch television about two hours more per week than either the light or heavy trippers. Non-trippers also show above average participation in auto maintenance, bowling, needlework and indoor gardening.

- The non-trippers take almost as many vacations per year as the light trippers, but heavy trippers take almost twice as many vacations as the light and non-trippers. The heavy tripper's longest vacation is also a little longer than those for other groups. For some reason, the light trippers are more likely to use credit cards to finance their vacations.

- Finally, as you might expect, heavy trippers are much more apt to own a second home than the national average. Among those households who do not now own a second home, twice as many heavy trippers as light trippers indicate that they plan to buy one over the next five years.

I would like to close on a note of guarded optimism:

- Our survey surely demonstrated and documented the following: **leisure/recreation, including tourism, is one of the largest and fastest-growing segments of the entire U.S. consumer market.**

- The extremely high growth in snow skiing over the last decade is particularly welcome in view of its very favorable seasonality characteristics for those accommodations and transportation firms that serve the mountain areas. For most other areas, seasonality problems are severe, and we do not see any immediate relief.

Widespread adoption of the 4-day work week would surely help, but an even more radical restructuring of the traditional U.S. industrial and school time framework will be required if we are to achieve significantly improved utilization of our capital assets in tourism.

- Finally, as part of the lifestyle analysis, we organized a leisure/recreation panel that was asked to prognosticate the future for a long list of individual leisure and recreation activities in light of changing lifestyles. The consensus of this panel on travel and tourism, both international and domestic, was "nowhere to go but up". ■

GOOD THINGS TO READ

Gymnastics for Girls. A guide for the teacher or coach of gymnastics, this book presents individual stunts within the context of complete routines of increasing difficulty. A second edition, it updates trends in floor work and balance beam techniques and includes a chapter on 'modern' gymnastics, featuring synchronized group drills. Effective action drawings and photos. 310 pp. The Ronald Press Co., 79 Madison Ave., N.Y. 10016.

The Here's How Book of Photography. Here are 39 articles on better, more professional pictures by 27 photographers who are experts in their fields. Compiled from six earlier books, there are tips on special situation photography, darkroom print and slide manipulation and camera optics. More than 400 color pictures. 394 pp. \$9.95. Consumer Markets Division, Kodak Publication AE - 100, Eastman Kodak Co., Rochester, N.Y. 14650.

Problem Solving in Recreation and Parks. By Joseph J. Bannon, Chief of the Office of Recreation and Parks Resources at the University of Illinois. Over 100 case studies which demonstrate effective solutions to various situations inherent in recreation and park administration. A problem-solving model aids leaders in developing a systematic approach to issues and crises. 347 pp. \$9.95 cloth, \$5.95 paper. Prentice - Hall, Inc., Englewood Cliffs, N.J. 07632.

Handbook of Modern Office Management & Administration Services. Arthur Conrad, NIRA Vice President for Public Relations, contributes one chapter (on employer-sponsored recreational activities) in this reference source book for anyone with executive or supervisory responsibilities in office management. Sections on office operations and environment, staffing and training, personnel and data processing. 1172 pp. \$29.50. McGraw-Hill Book Co., 330 West 42nd St., N.Y. 10036.

The following NIRA Publications may be purchased by mail from the NIRA office by enclosing a check or money order. Add 50 cents to cover postage outside the United States. Members of the NIRA receive a 15 percent reduction in price. National Industrial Recreation Association, 20 N. Wacker Dr., Chicago 60606.

The Untapped Potential: Industrial Recreation, an attractive, illustrated booklet based on a talk by Frank Flick, President of the Flick-Reedy Corp., at the 1971 NIRA Conference where he was honored with the first NIRA "Recreation Employer of the Year," Award. Flick strongly recommends industrial recreation programs that appeal to the employee physically and spiritually as well as boosting morale, and include the employee's family and community. Illustrated are examples of enlightened, innovative programs sponsored by such firms as Goodyear, Timken, Kodak, Xerox, and, of course, Flick-Reedy. \$1.70 members, \$2.00 non-members.

Institute of Recreation Advancement and Development, (Course of Study, Management and Program Manual). Detailed management ideas on travel, family clubs, indoor-outdoors sports and other program areas by leading experts. (207 pp.) \$1.70 / members, \$2.00 / non-members.

How To Organize and Manage Tournaments, from publicity to organization, from four to 36 team leagues, from eliminations to finals, everything you need to know is included. (36 pp.) \$1.70 / members, \$2.00 / non-members.

Top Management Speaks, corporation executives express their candid opinions about the value of employee recreation to industry. (26 pp.) \$1.70 / members, \$2.00 / non-members.

NIRA Master Program Data Survey, useful statistics covering all areas of the field including participation, facilities, budgeting, benefits and administration. (36 pp.) \$45.00 / members, \$51.75 / non-members.

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1 Rickshaw rides again

This time it sports three wheels, a fringed canopy over its upholstered seat and a catchy name, the Pedi-Cab.

These sophisticated tricycle taxicabs are Indian imports. Action is provided by the peddler, who tones his muscles while his passengers ride from here to there at a leisurely pace. Noise-free, pollution-free, these cabs are perfect for resorts, shopping centers, conventions. Available for purchase or lease, by the season or the year.



2 Uniform storage solved

Orderly storage, drying and retrieval of athletic uniforms are now accomplished by this simple, rugged conveyor system.

The conveyor method permits faster, more thorough drying and prevents mildew for longer uniform life.

3 Palm-size air horn

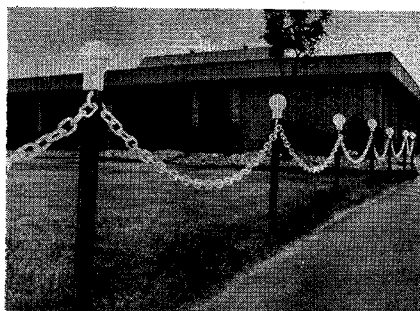
This protective warning and signalling device weighs only three ounces, but its sonic blast can be heard up to a mile away.

It gives off more than 100 blasts from each replaceable power pack, needs no batteries and is ready for any emergency.

4 Foam basketball set

Harmless to players as well as playing areas, this Super Puff basketball set is an action-packed at-home game for all members of the family.

The toys are non-toxic, flame-retardant polyurethane foam which is completely safe.



5 Plastic fence components

Increasing popular for home lawns, gardens, patios, driveways and walks, this fencing is also widely used on golf courses as well as in parks, shopping plazas and athletic arenas.

Included are peg and chain combinations for use on grass and ground surfaces, post base and chain combinations for use indoors and on paved surfaces and ball and colonial tops for decoration.

The fencing is strong, light-weight, easy to install, maintenance-free, durable and low in cost.

6 New sledding devices

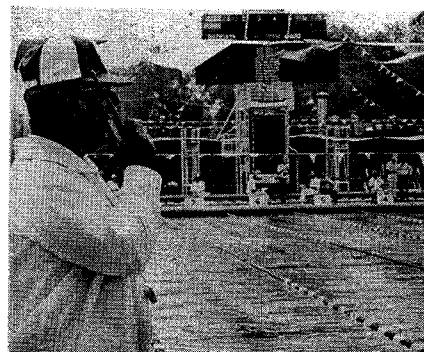
A new concept in sledding fun, the Super Belly Flopper is molded of two tough polyethylene shells permanently bonded together. Steering control comes from the rider leaning in the turn and tilting the sled in the right direction.

The roll-up toboggan is made of tough tinted see-through vinyl that stays semi-flexible even in the coldest weather.

7 Racquet protector

Here is an inexpensive wood tennis racquet protector. Needed for years by tennis buffs, this design clamps easily and firmly on the head of the racquet protecting the wood and strings from scraping and general wear and tear.

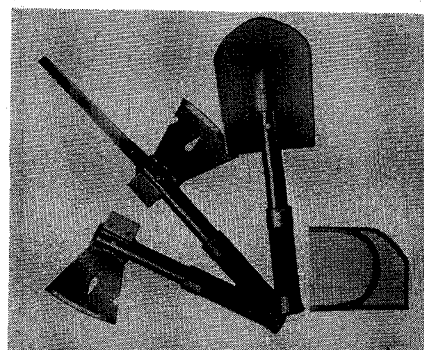
Weighing only one fourth ounce, it adheres to the head preventing rattles or vibrations.



8 2-way portable radios

At this summer's Olympic swim trials in Illinois, a system of two-way FM portable radios brought spectators and officials an efficient and exciting series of swim heats.

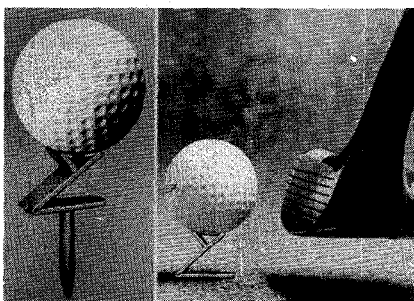
The radio system linked the command trailer with the starter and the referee and the stroke judges. Trial officials claimed the system saved a lot of shouting and footwork and brought results faster and surer to competitor and spectator alike.



9 Six camping tools in one

One basic handle and two lock-tight interchangeable tool heads offer campers and hunters six of the most often needed camping tools in one unit.

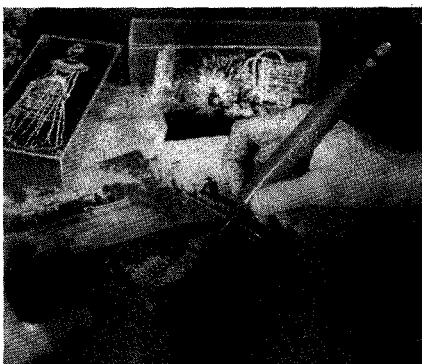
One head makes a balanced shovel, the other a hatchet, saw blade, hammer, nail puller or bottle opener. Handle and tool heads are of heavy duty treated steel.



10 Greater distance tees

Each of these golf tees has been specifically designed to offer golfers minimum resistance for maximum distance off the tee. It is precision engineered and molded to delicately balance and suspend the ball on four bearing points. When ball is hit, tee head swings out of the way on its own hinge.

The tees conform with U.S.G.A. rules, and can be used over and over again.



11 Precision etching tool

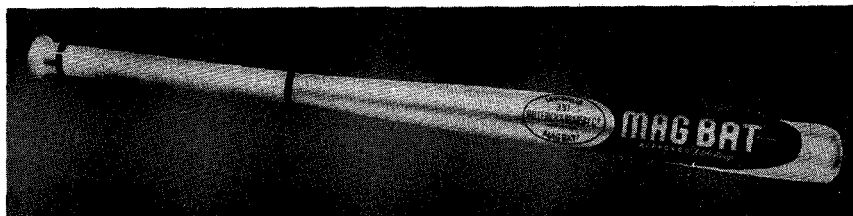
Here is a well-made marking instrument that is rugged and dependable. Streamlined like a pen with no overhanging bulge, it is easily handled. It weighs only seven ounces and is only three-fourths inch in diameter.

"Electro Stylus" operates directly from house current with extremely low noise.

In the home it can be used by all family members for marking permanently—in the handwriting of the individual—all items of value, from cameras, tools and sporting equipment to jewelry and antiques. It also aids in the permanent identification of film and negatives; for creative art etchings and for gifts. A free idea book with patterns comes with each order.

12 Insulated outdoor boot

Here is a boot for hunting or hiking which is fully-insulated for cold weather comfort. It is part of a line famous with sportsmen for outstanding comfort and long-lasting



ruggedness.

Crafted of brown water repellant leather, the boot features speed laces, full leather lining, moc toe and a cushioned insole. For maximum traction and security, especially in the high country, it has the Swiss-developed Vibram lug sole and heel. Available in men's sizes 9-13B, 7-13D.



13 Colored court coating

This new colored tennis court coating protects the court surface and prolongs its service life.

It reflects heat and yields a much cooler playing surface than black asphalt, thereby retarding the destructive effects of the elements.

The colored coating is also more attractive and provides better traction without excessive grittiness. It can be used with equal success on basketball and hand ball courts and playgrounds.

14 New magnesium bat

Under wraps for more than five years, this baseball bat is cast of a magnesium alloy developed specifically for ball bats. The manufacturer claims to have eliminated denting, a metallic sound during impact, rubber grip deterioration, end plug and knob loosening, handle bending and shape styling limitations that can occur with other metal bats.

All models will meet the approval of the respective national organizations. This bat comes closer to wood than any other metal bat.

15 Fun boat with propeller

A tiny fun boat that accelerates to 25 mph in only a few seconds, yet is safe enough for a child to drive, is being offered by British developers.

Weighing only 138 lb., the boat has its propeller mounted in a tunnel within its hull so that it virtually rides on a monorail of water it creates—a feature claimed to give it exceptional directional stability and safety. As the propeller does not protrude below the bottom of the hull, there are no jets that can be fouled by weed or sand and the risk of damage is minimized.

Powered by a 225 cc inboard motor with a decompressor, the boat comfortably seats an adult and child astride the bench seat.

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SEND COUPON IN ENVELOPE TO:

Michael C. Luckenbach, National Sales Director, NIRA, 20 N. Wacker Dr., Chicago, IL 60606

Vacation travel . . .

(continued from page 41)

will be frightened. That will cost you in participation.

Management starts with the program choices. It is important to space your trips so they do not conflict with each other. When you set up your schedule, be sure to check with all departments so you do not hit any heavy work load periods. The announcement of all trips should be concise and clear. Too much destination promotion clouds the picture.

The person we are after wants to know what he is getting and what it costs. If this is clearly stated, he can make a rational judgement. If you make it sound too good to be true, he may believe you and do something he knows to be within his means. After the promotion begins, the source of further information is the recreation staff. If it is not completely informed, they can't answer questions. If they can't answer questions, the fear pops up again. It is your responsibility to have reviewed your program and collected the necessary information. Distribute this information freely; it is much easier to handle someone who knows why and how you do things.

As people obtain this information they will make their purchase

decision and reservations will start coming in. This is another crucial point in the management of your program. The inexperienced traveller wants to see his money handled professionally. He needs to know that he is receiving what he has paid for. Haphazard collection and confirmation breed misgivings, which in turn breed cancellations. Some of the more experienced companies have gone to payroll deduction for some employees to ease the payments and assure proper management. That is professionalism.

Operation of the program continues through information distribution and concerned effort, to meet the needs of those who will now participate. This uncertain travel needs security. You can add to that security by answering all his questions, whether they have been asked many times before or not. If you don't have an answer, find it out. This concern must continue throughout the program.

Enthusiasm is the key

To make decisions and gain knowledge regarding all of the above variables, you should contact a good agent who can rationally advise you. There is, however, one component which cannot be added by anyone but you and the recreation staff—ENTHUSIASM. The difference between a good vacation program and a great one is that factor. The inexperienced traveller who walks into the recreation office can easily go either way: back out because his uncertainty is reinforced or have his excitement confirmed by a confident and excited recreation staff. Enthusiasm also spreads, and especially fast among the newly-interested. It is worth the effort.

A successful vacation program is both an end and a means to an end. By offering a value to a large number of employees you build interest. That interest spreads (which adds to the participation), which gives you more flexibility and choice, which builds more interest. You will find that a vacation program can be a great builder for all your activities. This interest has to spread to other forms of recreation.

It may seem that this approach ignores those people who have an interest in extensive and varied travel programs. It is quite the contrary. With the advent of a successful large volume program, the total buying power of the organization is enhanced. The special interest groups reap benefits in lower costs for their trips. Due to the success of the larger group, it is also obvious that as more people are exposed to travel, more people will want to participate in the more sophisticated programs. As they are educated, the size of the special interest group participants increases, again lowering costs and attracting new people.

Taking your company into a vacation-oriented travel program entails some risk. That is based on the fact that success, in most cases, depends on the enthusiasm of you and your staff. There are many travel organizations which can introduce you to this concept and reduce to a minimum the actual work and risk. You can not, however, have a major travel program until this idea is adapted. It is a challenge, but one that has proven itself easy to meet with the proper guidance and effort. ■

Jim Miller is the manager of Group Travel for American Express Company in Chicago. He has held this position for the last two years; prior to that, he spent five years working in the travel industry while attending Michigan State University. Since joining American Express, he has created new programs geared specifically toward the employee group travel market. In 1972, 90% of his department's business will be in this field. He sees great potential in this area as more and more companies recognize the benefits and values available to them.

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It pays to advertise in Recreation Management

Special interest . .

(continued from page 35)

3 through 11 trip is expected to draw 500 Bell System employees this year, and—besides the competition for the President's Cup—includes all the seaside sporting opportunities of the hotel, as well as jet-set shopping and sightseeing. There are optional side trips to a bullfight, Granada and Tangier, planned so they do not interfere with the tournament itself.

Although Michigan has never won, Miller reports that the trip already has a waiting list. Winning golfers can bring home a 1972 automobile in addition to the priceless memories this golf tour provides.

Special hobby tours

There are other special-interest tours available, those designed for the hobby clubs. There are bridge cruises and international tournaments, where bridge is the focus of the trip but sightseeing and theatre are offered. Pratt & Whitney offers a Vail, Colorado Ski Tour this coming January.

Camera Club tours are a natural. The trip turns out to be a traveling workshop for the

club, with perhaps a contest of trip photos as the end-result. A language club can put its French or Spanish to use in France or Spain (or parts of Canada or Mexico if budgets are small).

Garden or Music tours are popular, too. Club members visit gardens and famous conservatories and music festivals. A ceramics or other crafts club could practice its art in the artistic shadow of a famous sculptor or painter. The possibilities are numerous.

Special-interest tours are fun to plan and even more fun to take. There are several activities yet to discover as the basis for a tour; talk it over in your travel clubs. ■

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Travel insurance . . .

(continued from page 24)

in the rate schedule for trip and baggage insurance, which is written for individual travellers. Cost for \$5,000 accidental death and dismemberment, \$500 medical expense coverage and \$20 per day hospital cash for a five-day travel period is only \$2.55. For an additional \$3.45 for the same five-day period, a traveller can obtain \$500 baggage insurance for all personal effects. This includes clothes, jewelry, cameras, luggage, sports equipment, etc.

Most travellers don't give much thought to luggage insurance, but it is not impossible to have contents valued up to \$1,000 or more in one suitcase, especially if an item such as an expensive camera is packed. Consider the cost of passenger claims for lost or damaged luggage on the airlines alone. The Air Transportation Association estimates \$10 million was paid by the commercial airlines industry last year to passengers for luggage loss or damage. That figure represents only the settled payments, not the original claims. Since most airlines have a claim limit of \$500 per passenger, that's at least 20,000 instances of lost or stolen luggage. There probably were many more.

Hotel theft chances

And what about theft at the hotel? Most hotels have a policy of not insuring losses on valuables unless they are in the hotel safe. They also have a policy of not paying for losses from a room unless there is a sign of forcible entry.

In determining if a company should have some type of insurance program for its employee group travel activities, the recreation director should first discuss it with the company insurance manager. Management may feel that its normal day-to-day accidental death coverage and hospitalization insurance program for employees will serve as adequate protection. However, what about guests, or wives and children who may be going on the tour?

Liability problems should also be discussed. Perhaps some excess liability insurance should be taken out by the company for group travel periods.

The insurance manager can also show you how to cut insurance costs for group travel. For instance, if your company has four trips a year, and these are set up well in advance, it would be cheaper to write an annual policy covering the four trip periods than individual group policies for each trip.

After a thorough look at what appears to be your protection needs, it is time to talk it over with an insurance company representative. You'll probably find that for a nominal sum an insurance program can be set up to keep the unexpected from spoiling the fun of an employee group tour. ■

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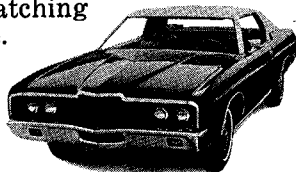
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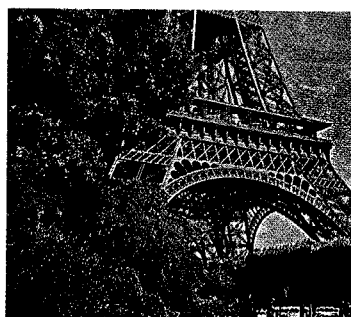
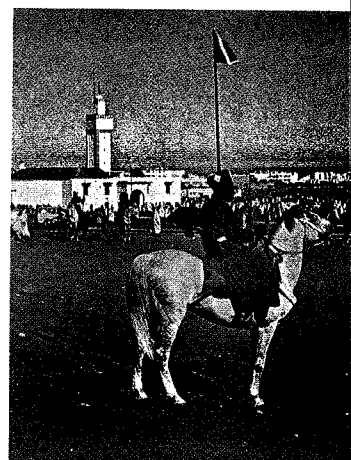
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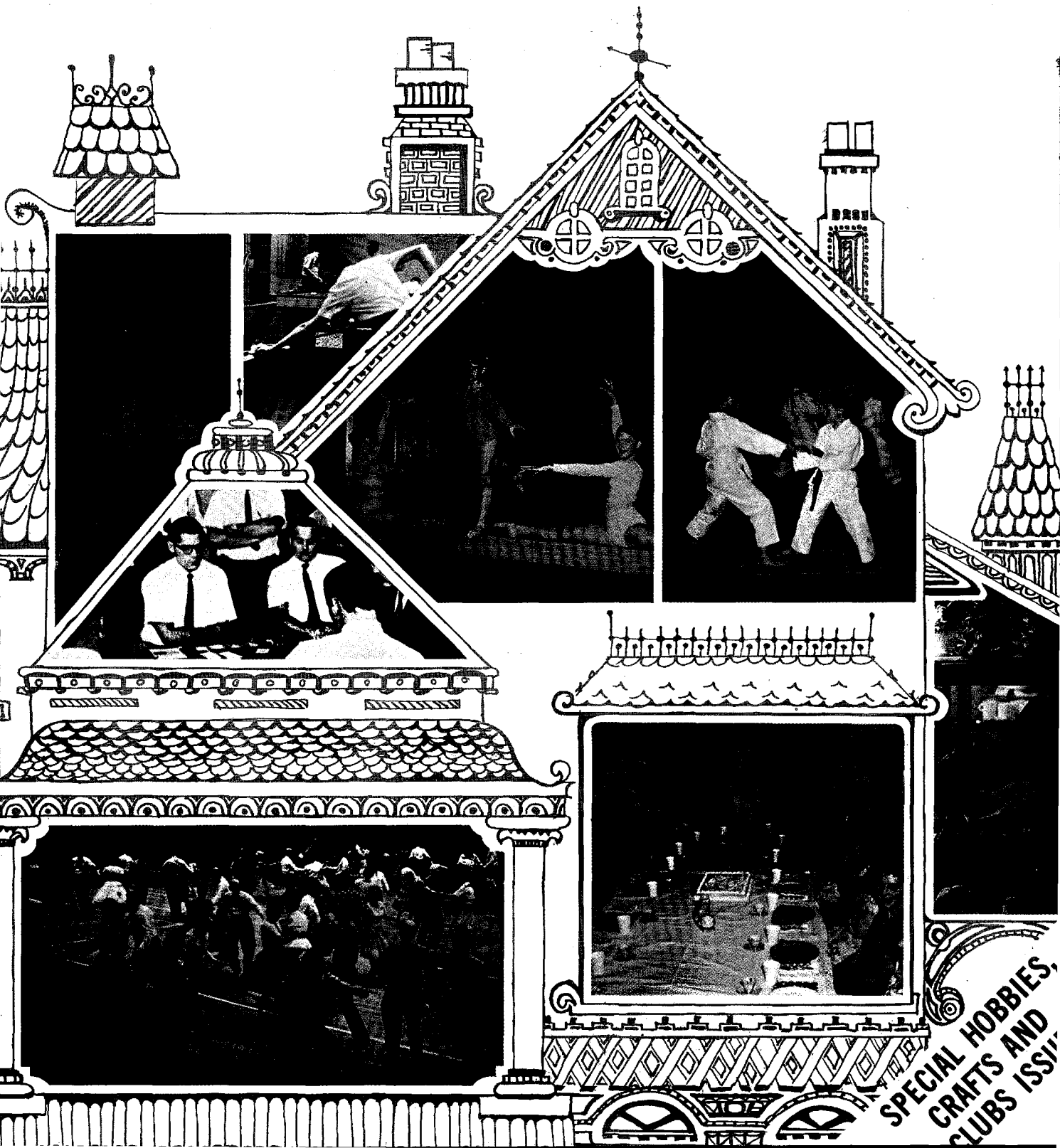
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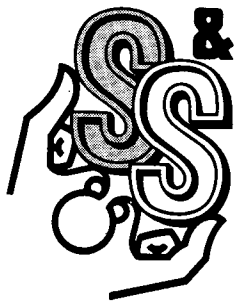
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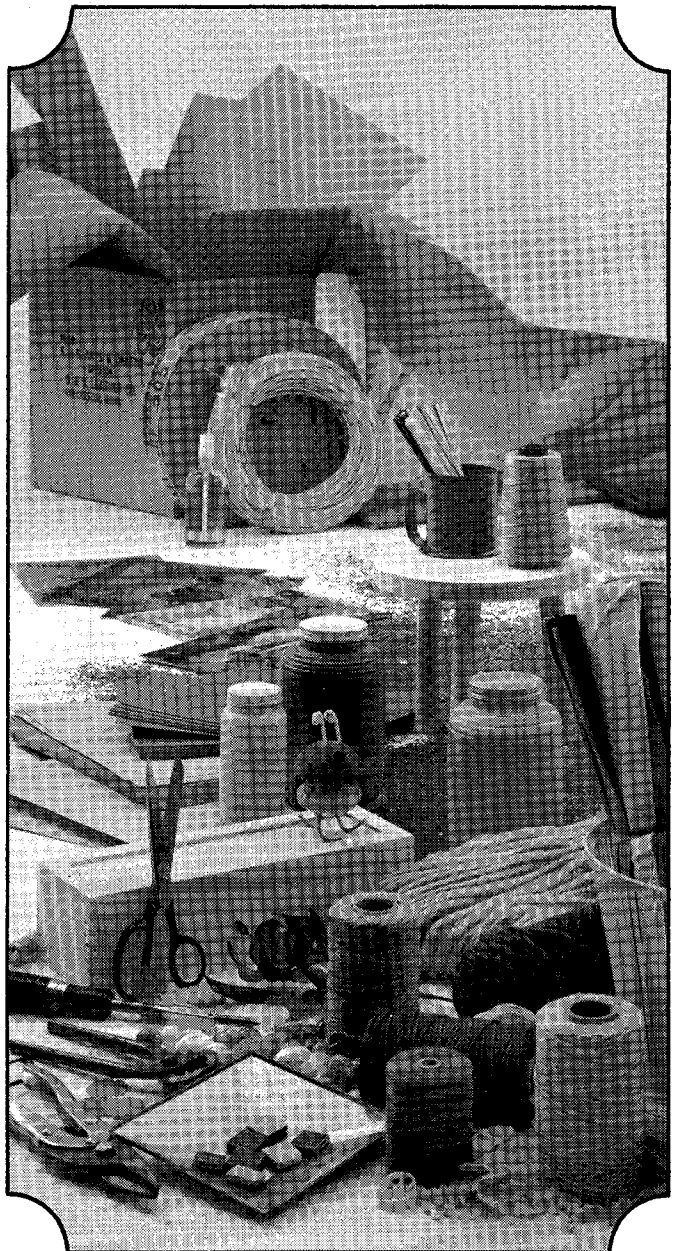
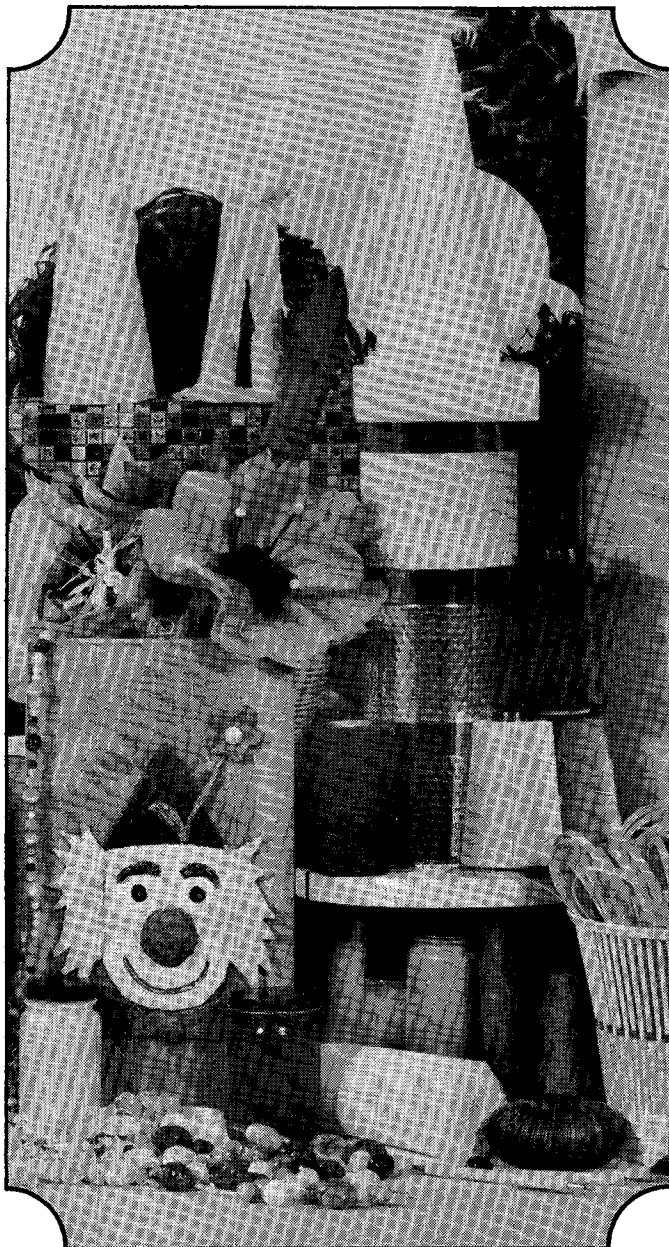


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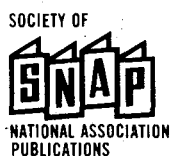
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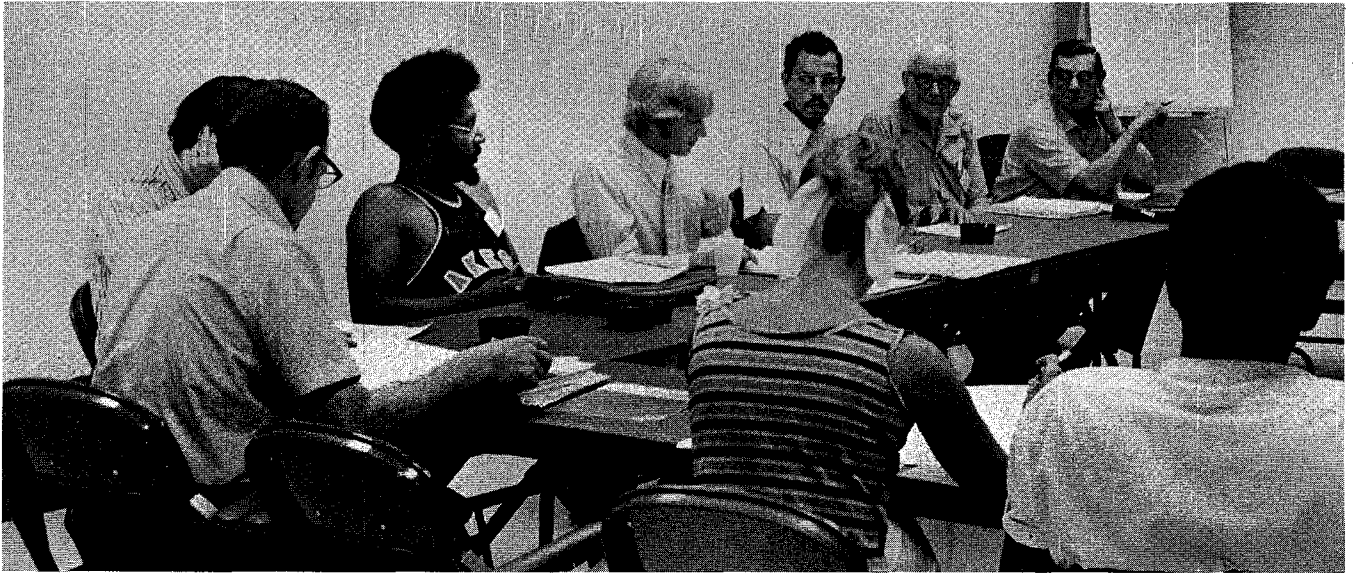
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Management and Employees Work Together at R. R. Donnelley



L.P.E.A. board members in action at one of their monthly meetings.

The Lakeside Press Employees Association (L.P.E.A.) was officially organized in 1920 to help plan and co-ordinate social and recreational activities for the employees of the R. R. Donnelley & Sons Company. The L.P.E.A. has since grown and now serves the Company divisions within Chicago.

Governed by 23 elected Directors, who serve a two-year term, the L.P.E.A. is the parent organization for 12 clubs and 26 different leagues, tournaments and special activities. These activities are autonomous, following their own rules and regulations within the broad framework of rules and guidelines set by the L.P.E.A. Board of Directors. The day-to-day routines of the Association are basically carried out by five Company-appointed employees who serve as advisors and administrators to the Board of Directors. The advisors do not devote full time to this position, but act as the occasion demands. At the Board's scheduled monthly meeting, reports are made by these advisors to the Directors about the past month's activities and requests or

Company Profile

comments are passed on from any of the clubs or leagues. At these monthly meetings, the Directors make decisions regarding the formation of new activities, rules changes, expenditures of the Association, etc.

Monies for the L.P.E.A. are generated in several different ways. For an employee to participate in any of the clubs, leagues, tournaments or special activities, he/she must be an L.P.E.A. member. L.P.E.A. member dues are 15¢ per month and this amount is matched by the Company. Pay

telephone and some cold drink vending commissions are also turned over to the L.P.E.A. by the Company. The clubs, leagues and tournaments establish their own budgets through collecting dues which are matched up to a \$4.00 per person limit by the L.P.E.A. They also charge admission to some of their social activities to defray expenses.

Facilities are diverse

The L.P.E.A. makes use of a building (12,000 feet square) for their meetings. The building is also used by the various clubs for their monthly meetings, by the Archery Club as a shooting range and by the Art League for ceramics and painting. The Gun Club shooting range and the Camera Club darkroom are located in other buildings to provide for stricter access control. Outside arrangements for golf, bowling, softball, ice skating, skiing and swimming are provided through private and public area facilities.

Activities of the L.P.E.A. range from supplying records, books and magazines to the employee library to reserving a Chicago museum for a special L.P.E.A. night to which employees may bring their families. Perhaps the fastest-growing L.P.E.A. activity is the Group Travel program, which has been very well received by employees, both active and retired.

The largest activity in terms of people is the Family Participation Program. Under this activity each L.P.E.A. member is granted a \$3.00 subsidy each year towards a family-type departmental outing such as a dinner-dance or picnic. This departmentalized activity was started when the Company's employment became too large to conduct an annual picnic. Approximately 3,400

(continued on page 31)

Associate Profile

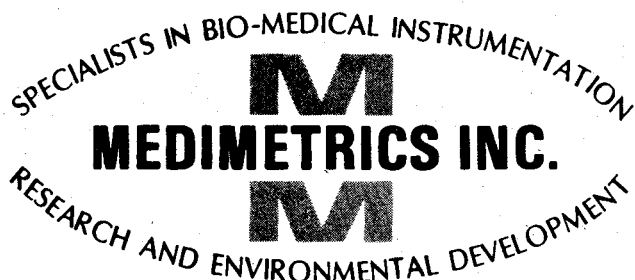


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After years of research, Medimetrics has produced a new concept of resistive training, which allows for greater strength development and at the same time is able to eliminate all soreness and joint discomforts.

This equipment is now being used for all ages and strength groups by men and women. Shipments have been sent all over the world to facilities located in schools, Y.M.C.A.'s, hospitals,



the military (including Viet Nam), housing projects and private individuals.

Our Pulse Monitors were designed to be used while under exercise for heart rehabilitation and athletic improvement of cardiovascular endurance.

There is a large line of exercise equipment available, from large machines to single units. These machines include running stations, chest units, leg and back units and many other combinations, which allow for total muscular movement.

A large inventory of equipment is always available for prompt service on orders to NIRA member companies and others. Medimetric's design and layout services, along with their actual programmed instruction, is available to assist with your special fitness laboratory conditions. They have a large dealer organization, numbering over 300 within the continental United States, for immediate and personal attention to your fitness equipment needs.

For more information, contact Mr. Cliff J. Coker, Medimetrics, Inc., 7460 Lorge Circle, Huntington Beach, Ca. 92647. Telephone: (714) 847-3527.

Not Just a Hotel

The Disneyland Hotel in Anaheim, California extends a most cordial invitation to recreation directors and all employees of NIRA member companies to visit their beautiful part of the world.

The Disneyland Hotel and its surrounding attractions (Disneyland itself, the Movieland Wax Museum, Knott's Berry Farm, Japanese Village, Lion Country Safari, Hollywood and the Pacific Ocean) offer unlimited enjoyment for any number of days. After seeing the local favorites, you can motor down to romantic Mexico for a day of shopping or cruise to Catalina Island for a party.

How do you begin? The Disneyland Hotel's Tour and Travel Department will plan and coordinate the activities of recreation groups of any size. Just write to Mr. Ron Millican, telling him the following important points: a thumbnail sketch of your group; the length of your proposed stay; your desired dates; your thoughts on the number who might come; and anything else that might help him plan for your visit.

Ron and his staff will design a package tailored just for you and your group. He will mail a detailed outline of your schedule, including per person costs for the package.

The new marina-side construction of hotel towers, shops and activities (plus a just-opened convention center) are sure to delight your group.

Write to Ron Millican as soon as possible: Tour and Travel Department, Disneyland Hotel, 1150 West Cerritos Avenue, Anaheim, Ca. 92802. Telephone (714) 535-8171 or (213) 625-1369.



Disneyland Hotel's new Marina Tower brings to 1,000 the number of guest rooms at the Anaheim resort. Water World is located behind the new structure.

The Land of a Thousand Welcomes

Ireland is called "land of a thousand welcomes" for good reason. There is something for everyone at any time of year. Sportsmen can choose from 200 golf courses, ride to hounds, fish for the big ones that don't always get away, or hunt wild duck, geese, woodchuck, plover and snipe.

Spectator sportsmen will enjoy the horse races and nightly greyhound competitions, not to mention a Gaelic version of football or a hurling match.

There are more than 20 hunts which welcome visitors and around 85,000 anglers are attracted to Ireland each year for the fishing alone.

In fact, whatever a visitor is looking for can usually be matched with a special interest tour, be it bird watching, sports, gardens, caves, castles or camping.

Nearly 50 camping and caravan sites in the Irish Republic are listed in a brochure published by the

Irish Tourist Board, a NIRA associate member. All of the parks have been inspected by a member of the Board to ensure that they meet minimum standards.

The areas range from one and one-half primitive acres amid the sheltering trees of Donegal, to 55 acres with more than 200 campsites complete with laundry and shopping facilities in County Wicklow.

Camping equipment widely available

Camping equipment, including tents, cooking utensils, gas cookers, air mattresses, sleeping bags and even sheets, may be rented at nominal cost through outlets in Dublin and Cork. Touring caravans are available from nearly two dozen companies with a combined fleet of 490 vehicles.

Getting around the Irish Republic is especially easy for the visitor. Since the total population is less than half of London's, there is lots more space on an excellent network of first class roads. Anyone between the ages of 23 and 70 with a U.S. driver's license will have no trouble renting a car at reasonable rates.

A well-designed system of railroads and buses can take the non-driver anywhere in the country. It's best to travel during daylight hours so that no stretch of lovely countryside is missed. Since Ireland is such a snug little island, there is really no need for overnight travel.

If you have the time, take to the road in a caravan. It's a horse-drawn wagon complete with sleeping and cooking accommodations. At night, just pull over to the side of the road and ask a farmer for permission to let your horse graze in his field.

Easy on the pocketbook

Finally, the best of all, perhaps, Ireland is easy on the pocketbook. At the bottom of the price scale are bed and breakfast guest houses and farms where for about \$3 the traveler can spend the night in a clean room, often with a view, followed by a hearty Irish breakfast of fruit, hot porridge, eggs and Irish bacon, and the incomparable Irish brown bread. At first class hotels in Dublin and throughout the country, the cost, including breakfast, averages about \$12 per night, per person.

The visitor to Ireland these days will be doubly rewarded. He will find that while continuing to maintain its image as an unspoiled, unpolluted country with much to offer the traveler, it has made significant developments in visitor facilities. And he will learn that what they say about the Irish is still true. They are charming, friendly and agreeable. As Thackeray once said, "for a stranger, the Irish ways are the pleasantest, for here he is at once made happy and at home". ■



Bunratty Castle, County Clare.
Photo courtesy Irish Tourist Board.

Meet Your Board



Edward M. Bruno (CIRA)



NIRA's President — Elect started his involvement in industrial recreation as an elected officer in the employee club at the 3M Company. Ed Bruno has been in his current position as Supervisor, Employee Recreation for five years, guiding the 12,000 employees who are members of the 3M Club. During that time, a new Recreation Center, new tennis courts and many new clubs have been added, while further expansion of club park and picnic facilities is now being planned. Ed feels

that NIRA provides "the greatest outlet for an exchange of ideas and experiences with other industrial recreation programs. NIRA's role in the future will be even greater in researching new programs to keep abreast of the leisure time of employees, especially with the advent of the four-day work week."

Howard B. Honaker (CIRA)



When the Faultless Rubber Company joined NIRA in 1958, Howard Honaker had only recently been promoted to the position of Recreation Director. Two years later, the Faultless program received the first of six Helms-United Savings awards for outstanding recreation programming. In 1965, Howard was promoted again, this time to Manager of Labor Relations, but the recreation program remains under his jurisdiction. The most popular activities at present are bowling and

softball, only two of the many Howard has helped organize or rejuvenate in his years at Faultless. He considers his current challenge to be that of offering more of a variety of activities, since he feels employees are becoming more "recreation-conscious". Howard is this year's Junior Director for Region II.

Andrew A. Zadany (CIRA)



"I believe NIRA must keep on selling the good of recreation in industry," says Andrew Zadany, Corning Glass Works. As Senior Director for Region I, Andy has had great success with the idea at Corning, where he has been 20 years in recreation programming for 7,500 employees. The Corning Program has evolved from varsity sports to more of an intramural-type focus; the most popular activities currently are bowling and golf. Andy is right now taking advantage (in rebuilding

Corning's program and facilities lost to this summer's disastrous floods) of what he feels are the greatest benefits of NIRA membership: "NIRA keeps all of us in touch with the successful programs, with the failures, new ideas, trends in recreation and other company's thoughts on its value."

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Our Own Private Beach

Hobbies and Employee Clubs

By Jane Goldsmith
Hobby Industry Assn. of America

A growing number of companies are establishing hobby clubs and activities as a part of their employee relations program. Over the years, the work week has diminished, resulting in more available leisure time for pursuit of interesting avocations which contribute to individual well-being.

"These interests," says Walter W. Caddell, Executive Director of the Hobby Industry Association of America, "are often shared by management and lower echelon employees, but too often business tempo does not bring together the common interests that exist. Yet, top executives might be avid model railroaders, bookkeepers or shipping clerk might share his interest."

As a part of an employee relations program, hobby clubs should be considered as another dimension to your company

image as felt by your staff. This can take on many forms, points out Mr. Caddell, as the range of hobbies is broad. To mention a few: model airplane building and flying; rocketry; miniature railroads; arts and crafts; stamps and coin collecting; model building; photography; needlework and embroidery; cooking and bookbinding.

How employees benefit

For employees near retirement age, such a program serves to interest them in a hobby or past time which may be pursued after retirement, offering them hours of enjoyment in their leisure time. Some crafts, such as expertise in ceramics or bookbinding, may even become a source of income to retirees. There is no scale to judge the merits of becoming involved in a hobby and enjoying it after retirement.

A hobby program creates good will between employee and employer. It makes an employee feel that his needs are important

How management benefits

While management personnel are able to take advantage of a shorter work week, these decision-making people have a disadvantage of having to exercise judgment in less time; thus pressures keep increasing. The executive has to face emotional and physical stress unknown to those who have never experienced the problem. "The toll is high for the manager," states Harold H. Carstens, president, Hobby Industry Association of America (HIAA), "who lacks or disregards the ability to pace himself in his work. The ability to relax and enjoy leisure time will contribute to the health, welfare and capacity of the individual."

Whether or not a manager joins an organized hobby class in his company is not important. What is important is that he has a hobby. Psychotherapists such as Dr. William H. Van Precht of New York, recognize the importance of an individual's escape from the pressures of his



Jane Goldsmith is editor of Hobby Happenings, the official publication of the Hobby Industry Association of America, which serves manufacturers, wholesalers, retailers and publishers in the hobby industry. She is listed in Who's Who of American Women and Foremost Women in Communications.



to his employer. His company becomes more meaningful to him if it provides pleasure and relaxation after a hard day's work.

It is a means by which an employee can meet fellow workers from other departments in the company and thus expand his friendships.

It is a convenience to an employee to have recreation facilities right at his fingertips—right at his working address. He need not spend time and money traveling to classes in another part of the city, such as a school or community center.

position and become concerned only when the person can't return from his world of dreams.

"I recommend hobbies for two reasons," Dr. Van Precht points out: "Since many of my patients are lonely in this big city of ours, I suggest their getting involved with hobbies such as model railroads or model cars or ships, because in doing so they can join clubs and meet other people. This eases them into sociability. It is a way of meeting people with similar interests. The other reason I encourage my patients to indulge in hobbies, such as paint-by-number, making

collages and crafts, is to give themselves a sense of accomplishment. They have something they have made or constructed to show their friends and family." Dr. Van Precht added that his patients are invariably grateful to him for suggesting that they find a hobby.

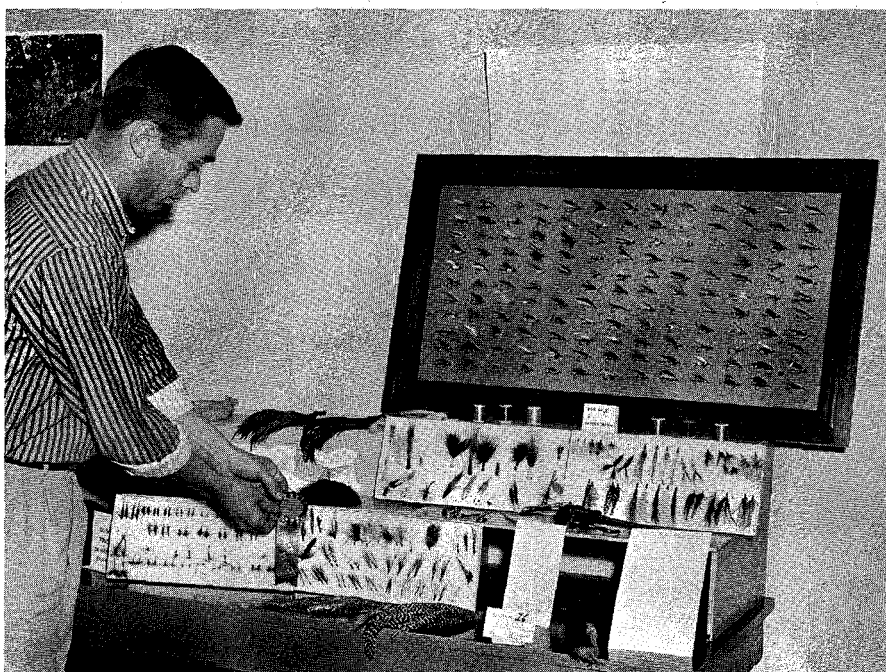
Dr. Nelson Bradley of Chicago, a psychologist, says, "a hobby should be a pleasurable activity which is non-frustrating, requiring the use of the hands and some concentration". Painting, stamp collecting, becoming a tycoon of a miniature electric train empire are just a few of the hobbies that aid in clearing the mind of brain-tearing problems, restoring a sense of humor, affording a degree of relaxation and making a so-called normal man generally easier to live with.

Women have pressures, too

The working woman has the same pressures as the man. For her there is a wealth of craft materials: kits for creating beaded flowers; tiffany-type lamps; ceramic jewelry and decorative pieces; kits with resin plastics for making imbedded jewelry and home accessories; stitchery; embroidery; applique kits for making handbags, belts or tapestries. Bottle cutting has become a popular activity for the whole family, requiring only a modestly-priced bottle cutter; decoupage, gluing a decoration to a plaque and lacquering it; macrame, the art of tying knots with yarn and producing belts, bracelets and purses; and batik, a method of hand-painting textiles by coating with wax the parts not to be dyed.

"Having a productive hobby is equally important for the mother and wife," notes Dr. Brandt, "particularly in these days when the psychological need of the average woman is to prove to herself and her family that she has more capabilities than merely keeping house."

And for the Sunday painter of all ages there are art materials of all types—paint-by-number kits on canvas, wood, leather or velvet, priced from under two dollars to about twenty dollars, as well as the professional canvases, paints and frames to assemble.



It is not unusual for a father and son or a mother and daughter to share the same hobbies: model trains, car racing, radio control, flying scale model planes, sciences, plastic construction kits, all of which are available in kits starting at less than two dollars. Popular hobbies for the fairer sex are knitting and crocheting, candlemaking, decoupage and macrame.

Industry spends \$3.5 billion

Industry is spending \$3.5 billion annually on purchases for employee recreation programs, according to a recent survey made by RECREATION MANAGEMENT. This exceeds the amount spent annually by schools and colleges combined. The survey disclosed that of the companies that reported, 13 per cent had rooms specifically set up for hobby activities.

These include:

(continued on page 27)



A Comparison of the Principles and Policies of Employee Recreation Associations

By Dr. George E. Welton
Department of Recreation
California State University, Northridge

G Herbert Duggins and Floyd R. Eastwood, in their published survey "Planning Industrial Recreation", recommended principles and policies for employee recreation associations. These recommendations were made 28 years ago and have remained unchanged as a possible guideline for employee recreation associations.

The question then arises as to the present status of these principles and policies. Do they continue to be the same guidelines reported by Duggins and Eastwood, or has the intervening period seen an evolution in employee recreation association principles and policies?

In an attempt to answer this question, a comparison of the present principles and policies of selected employee recreation associations with those set forth in 1941 was conducted.

The results of the Duggins/Eastwood study, involving 264 companies, recommended seven principles to govern employee recreation associations: (1) administrative independence, (2) central control, (3) democratic representation, (4) all-inclusive membership, (5) financial independence and control, (6) integration and (7) special interests.

Constitutions and bylaws from 18 employee recreation associations with a potential service area of over 190,000 employees were analyzed.

Administrative independence

The findings indicated that 82.5 per cent of the respondents of this study operated under administrative independence and that only 44 per cent were incorporated. The Duggins and Eastwood study indicated independent organizations in 83 per cent of its cases.

Central control

Of the respondents, 93.5 per cent had control and management vested in a governing body. This figure was slightly higher than the 88 per cent reported by Duggins and Eastwood.

The policies concerning size range of the governing body were also similar. Duggins and Eastwood indicated between five and 30 members as compared to between five and 27 members in this investigation. A variation did occur in the more frequent sizes. Where Duggins and Eastwood reported 10 to 15 members as the most frequent size, our respondents indicated most frequent sizes of between five and nine members.

Further analysis indicated that the executive officers usually included a president, vice-president, secretary and treasurer. This correlated

with the findings of Duggins and Eastwood. Although they recommended that executive officers be non-voting members of the governing body, this inquiry determined that all executive officers had voting privileges.

The powers of the governing bodies of today have become more extensive. Not only were the executive officers given the privilege of voting, but the governing body was also given the power to adopt changes in the constitution and bylaws in 55 per cent of the associations. Duggins and Eastwood recommended that changes in the constitution and bylaws be adopted by the membership.

A variation occurred in the procedure of electing executive officers. Executive officers were elected by the governing body, from the governing body, by 71.5 per cent of the respondents. Duggins and Eastwood recommended that executive officers be elected by the membership directly.

Democratic representation

The principle of electing members of the governing body on the basis of representation was evident in only 27.5 per cent of the respondents of this investigation. The Duggins/Eastwood study indicated that elections were conducted on the basis of representation in 82 per cent of the cases.

The policies concerning quorum requirements for the governing body have not changed over the years. The respondents indicated in most cases that at least a majority of the members of the governing body constituted a quorum. Quorum requirements concerning the membership were difficult to determine, but 25 per cent was the most frequent response. These requirements were identical to those reported by Duggins and Eastwood.

All-inclusive membership

Only 70 per cent of the respondents in the Duggins/Eastwood study practiced all-inclusive membership, which afforded membership to all employees. Of the respondents in this study, 88 per cent practiced all-inclusive membership.

Financial independence

Although Duggins and Eastwood were unable to show that financial independence existed among their respondents, the principle was still recommended. Although none of the respondents of this study specifically stated that the principle of financial independence actually existed, only 22 per cent of the respondents indicated that they received financial support from the company.

Dues ranged from \$1.20 to \$24.00 per year in the Duggins/Eastwood study, as compared to the

\$1.50 to \$6.00 range reported in this investigation. Of the respondents in this study, 33 per cent indicated that dues varied and that no set amount was listed.

The respondents were more oriented toward an accountability of present funds than forecasting expected needs and sources of income. Of them, 93.5 per cent required a financial statement at least annually, while only 55 per cent required an annual budget be submitted to the membership.

Integration

Lack of uniformity in the classification of activities precluded a comparison of the four types of programs—social, cultural, physical and outing—determined by Duggins and Eastwood with the six types—welfare, social, athletic, educational, recreational and cultural—indicated by the respondents of this inquiry.

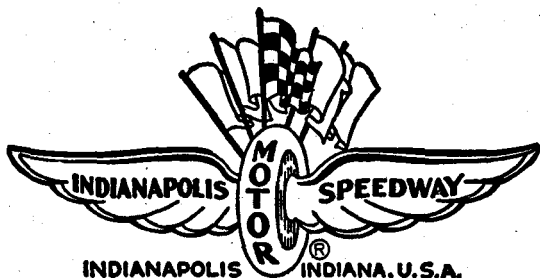
Special interests

Committee work was used to direct and supervise special interest groups in the Duggins and Eastwood study. This was also the case of 77 per cent of the respondents in this study.

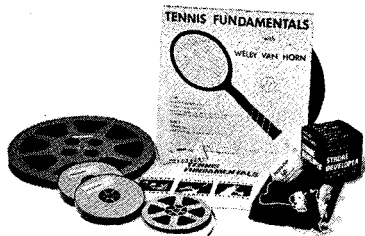
Although most of the principles and many of the policies recommended by Duggins and Eastwood were practiced by a majority of the respondents, variations did occur in democratic representation and central control. Findings indicated that, although central control was practiced by the respondents, the policies determining the extent of power and number of persons on the governing body differed from those recommended by Duggins and Eastwood. The findings also indicated that the principle of democratic representation, as recommended by Duggins/Eastwood, was not widely practiced; only 27.5 per cent of the respondents to this investigation employed the principle.

The findings of this inquiry would indicate that the membership's role in directing the association has decreased in the past 28 years. This was due to changes in principles and policies which determined election procedures and central control. The reader must remember that this investigation involved only 18 employee recreation associations and, therefore, that further research is needed before any of these conclusions can be definitely stated for any associations other than those studied. ■

May 18-23, 1973



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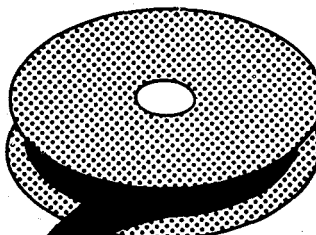
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nira news

Brookhaven pool now open weekends

After trial basis weekend use of the pool this past summer, Brookhaven National Laboratory has scheduled Saturday and Sunday swimming from one to six p.m.

The new schedule is dependent upon employee usage and support. Season ticket and daily admission prices remain the same.

Delco-Remy Sets hobby show

The Creativity of Delco-Remy employees, retirees and family members will go on display at the division's November 11-12 hobby show.

The last time a hobby show was held by the division was in 1958, the 50th anniversary of General Motors. The event that year attracted more than 67,000 persons.

This year's show space covers 20,000 square feet, set aside for hobby demonstrations as well as static displays.

23rd Armco - NIRA trapshoot results

Competition in the one-day firing at Middletown, Ohio in the 23rd annual national invitational industrial trapshoot included 180 teams, an all time record.

National Cash Register No. 1 of Dayton, Ohio, took the championship by out-shooting Delco Moraine No. 1, also of Dayton, in a shoot off. Both teams ended competition with a 235 x 250 shoot off result.

Frigidaire No. 1, yet another

Dayton team, finished third with 231 x 250.

Myron Willoughby, shooting for Armco Steel No. 1 of Kansas City, Mo., emerged as "high gun". He broke 97 x 100 for the day.

Second high gun was Randy Robb of the No. 5 team from Cummins Engine Co., Columbus, In. Another Cummins shooter, Glenn Trowbridge from team No. 6, was third.

Litton Scotch foursome

All Litton Systems, Inc. golfers are awaiting a Scotch foursome October 28th. A Scotch Foursome is made up of partners in teams consisting of a man and a woman.

Sperry golfers are Long Island champions

The Sperry Gyroscope Golf Club's industrial team scored victories in seven out of eight matches this past season, taking the Long Island Industrial League's "B" Division championship for the third year in a row.

This was the third time in eight years for the accomplishment. The 1972 team played against teams from Republic, LILCO, Liberty Mutual, Western Electric, Pan Am, Hazeltine and Nassau County at Bethpage (L.I.) State Park.

Timken float in Hall of Fame Parade

The 1972 Pro Football Hall of Fame Festival in Canton honored Lamar Hunt, founder of

the American Football League; Gino Marchetti, defensive end with the Baltimore Colts; Ollie Matson, halfback with the Chicago Cardinals, Los Angeles Rams, Detroit Lions and Philadelphia Eagles; and Ace Parker, quarterback with the Brooklyn Dodgers, Boston Yanks and New York Yankees.

It is estimated that more than 1,000 volunteers, many of them Timken Company employees, worked to make this year's Festival "the best yet" in attendance and quality.

Timken's entry in the Festival parade won the Queen's award for best use of flowers and floral design. Using the "Football Fantasy" theme of the parade, the float featured "the old woman in a shoe who had so many football-playing children she didn't know what to do."

Regional briefs

REGION 2: Six Frigidarian artists earned 10 ribbons and certificates of merit for their entries in the 5th annual Dayton (Oh.) Industrial Art Fair... REGION 3: The Women's Club at the National Bank of Detroit now has 950 members (including 20 retirees and 300 new members)... REGION 5: Bowling is more popular than ever at Johnson Wax—61 teams will compete this season... REGION 3: Summer Softball results from the Skokie Valley (Il.) Industrial League Red Division show two NIRA member teams, Bell & Howell and Fel-Pro, in first and second places, respectively.

R/M WELCOMES NEW MEMBERS

R/M welcomes the following new NIRA members in these categories:

Company—Literature Searchers, Riverside, Ca. and Irwin Management Company, Columbus, Oh.

Associate—Royal Coach Motor Hotels/Dunfee Family Hotels, Boston, Ma.; International Travel Promotions, New York, N.Y. and Ramada Inns, Chicago, Il.

Student—Leonard Skoglund, Cobden, Il.; Gary Bernard, Halley, N.Y.; Robert Yecke, Milwaukee, Wi. and Douglas Osborn, Vermillion, S.D.

The Incredible World of Amateur Radio

By Phyllis Smith
Senior Administrator
Employee Activities
Hughes-Fullerton Employees
Association

The world of amateur radio provides the participant a scientific hobby dedicated to public service within a global fraternity. The organized groups of HAMS, known as Amateur Radio Clubs, pool their individual talents for the purpose of furthering the objectives of Amateur Radio. It is my belief that these objectives fall into five categories: 1) Adventure; 2) Variety; 3) Competition; 4) Group Activities and 5) Public Service. I should like to expand on each of these.

You are interested in radio and in the magic of radio communication. The thrill of direct two-way radio conversation with persons in foreign countries, of participating in emergency communications in time of disaster, of exploring the frontiers of radio development with equipment you build yourself—all these and more may be yours through the medium of amateur radio.

You probably know that there are people called "radio amateurs" who talk amongst themselves at all hours of the day and night. You may have read of them in your daily newspaper after some flood or emergency in which they rendered great public service.

Who are radio amateurs?

What is amateur radio?

Amateur radio is direct private experimental communication, from your own home, on apparatus you have built or assembled yourself, with other amateurs similarly equipped.

Anyone can be a HAM

Anyone can become an amateur—boy or girl, man or woman—almost regardless of previous training and experience. All that is required is a sincere desire to learn and a

little effort in acquiring the necessary knowledge. Boys and girls of eight and ten have become amateurs—as have men of 80. They come from all walks of life, their sole bond the fascination that amateur game affords.

There are nearly 300,000 radio amateurs in the United States, 13,000 in Canada and another 400,000 scattered throughout the world. With each passing day, more people of all ages are joining the ranks because the FCC has made it easy for them to do so. By taking a simple written examination and a 5-words-per-minute code test under the jurisdiction of a local licensed amateur, you can obtain a Novice Class license. If you fail the first time, you can try again in a month. Once you've passed and received your "ticket" from the FCC, you're free to "go on the air" under limited conditions for two years. This gives you plenty of time to learn by doing and readying yourself for the General Class license examination. And once you pass this, the sky's the limit and you can shoot for the moon, as some hams are doing today!

Adventure

Each night's operation is a new adventure into space. An amateur's station—sometimes an elaborate affair that rivals the equipment of a big broadcasting station, more often an inexpensive outfit assembled at home in spare moments—becomes a modern Aladdin's lamp. You never know, when you sit down to your transmitter and receiver for a few hours operation at the end of a day's work, what those hours will bring. Perhaps, to start, some friendly chats with neighboring amateurs in near-by states. Some of these may be contacted for the first time that particular night; others may be amateurs who have been "worked" before and with whom regular schedules have been arranged once or twice a week. Following this

there may be an opportunity to pass the time of day with a Virgin Islander or, later, a missionary afar in Africa or a weather observer on some remote U.S. island in the Pacific. You may suddenly be asked to relay a message for assistance for a town even then being devastated by a hurricane, or have the experience, as many amateurs have, of exchanging signals with some Arctic or Antarctic expedition.

Endless variety

These are but a very few of the things that you, as an amateur, may do. The reason that amateur radio is often called the most satisfying and thrilling of all hobbies is that it offers something for everyone. It is, to use a familiar phrase, "all things to all men".

For example: you may be a tinkerer—you may like to play around with gadgets, build them up, make them work. Amateur radio is ideal for the tinkerer who likes going into the "why" of the things he builds. It offers endless room for experiment, an endless variety of problems to overcome.

You may be a "rag-chewer". The most enjoyment you know may come from getting together with a crowd of good fellows and talking over everything under the sun. Amateur radio is full of confirmed addicts of the conversational art; indeed, there is even a "Rag-Chewers' Club", with a membership certificate signed by "The Old Sock", himself, for those who qualify.

Competition

You may have the competitive urge. If your biggest kick in life comes from putting everything you've got into some sport or game that requires a high order of intelligence and skill, amateur radio will provide plenty of activities to test your mettle. Every day of the year, thousands of amateurs compete to see who can relay the most messages:

(continued on page 17)

news in brief

World congress in park/ recreation administration

The Institute of Park and Recreation Administration will sponsor its fourth world congress in London, May 21st to 25th, 1973.

The congress will be held in two parts, the first consisting of eight authoritative papers, visits of inspection to parks and recreation facilities, the Chelsea Flower Show and a comprehensive exhibit of equipment.

The second part will consist of a tour of England and Scotland, with an itinerary of visits to Birmingham, the Lake District National Park, Glasgow, the Scottish Highlands and Edinburgh, where various aspects of park recreation and conservation will be inspected.

Simultaneous translation of all sessions will be provided in English, French and German.

New group charter rules

The Civil Aeronautics Board, responding to the public need for more widely available low-cost air transportation, announced in late September new rules authorizing travel group charters.

The new regulation will be immediately effective for an experimental period through December 31, 1975, and will enable any group of 40 or more to be formed for the purpose of chartering all or part of an airplane, providing the charter and charter organizer comply with prescribed conditions:

Group members must share equally in the cost.

The charter must be a round trip and for a minimum of 10 days, or seven days in North America.

Participants must sign charter contracts and pay at least 25 per cent nonrefundable deposit to be filed with the Board no later than three months before departure.

Payments must be safeguarded through bonding or escrow arrangements with a bank.

At least 80 per cent of the participants must be persons who had signed on the original papers.

The Board pointed out that in adopting these rules it is not determining whether travel group charters should replace or be an alternative to existing affinity charters.

Other concepts of the new plan allow mass media advertising, tour conductors paid by charter participants and shared contracts for one trip by different airlines.

Michigan likes golf

Statistics of the National Golf Foundation for the year ending September 1971 revealed that the State of Michigan led the nation in new golf course openings and also led in the number of courses under construction at the close of the reporting period.

DATO conference set

Sponsored by Discover America Travel Organizations, Inc., the fourth annual U.S. Travel Conference will be held October 21-25 in Houston.

This year's theme is "Land of Many Lands", the marketing slogan used by DATO to focus attention on the nine U.S. touring regions that have been delineated for developing and promoting the travel resources of the U.S. and its territories.

Time and money

With inflation decreasing the value of the dollar, time will become more important than money in tomorrow's world, says a leisure studies expert from the University of South Florida.

Max Kaplan foresees "hour banks" being established. "They will permit borrowing of bulk periods of time for travel, education or any other private purpose with the same kind of collateral on which we now borrow money," he says. "It may not be unusual, some decades from now, to find a 65-year-old working to pay back hours he borrowed when he was 45."

Four-day weekend

As reported in Newsweek magazine of October 9th, one Gastonia, N.C. manufacturer has employees on a three-day week.

Lester Cutler and Walter Talley, owners of the Wales Manufacturing Co. knitting mill, found an innovative way to fight absenteeism—give bonuses in leisure time rather than money.

They asked employees to work three twelve-hour shifts, 36 hours for 40 hours pay. It went in force last month, with separate forces laboring three days each and keeping the mill in production six days a week.

The mill's workers were especially enthusiastic about an extra bonus of the new system—once a month, employees who had been working Monday, Tuesday and Wednesday switch with those on the Thursday, Friday, Saturday schedule.

Because of the changeover, one group works six days straight while the other gets an entire week off, meaning that each employee gets six one-week vacations per year. Mill production has risen four per cent, the article reports, and in the four weeks since the program began, just one woman has been absent for one day.

Tips for Ski Club Officers

By Zig Bulanda
Marketing Director
Boyne Country resort
former ski instructor

By-laws and constitution aside, the most important asset for the success of any ski club is in dedicated officers acting selflessly in the interest of the whole. But, effective people are always the key to the success of any endeavor, whether it be social, political or business.

President, vice-president, secretary-treasurer aside (whose duties are dictated by standard parliamentary procedures), the key and often neglected or unrecognized club officers are the trip chairman, the public relations and/or publicity manager and the social activities chairman.

The membership chairman can only perform the prime function of his office, i.e., acquiring new membership, based upon the interest

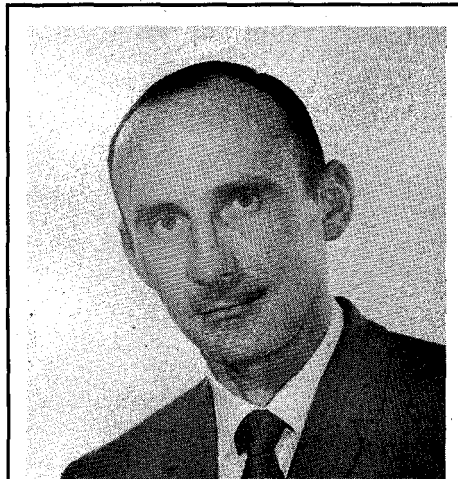


generated in the club by the work of the aforementioned club officials.

Assuming that a good ski club's mission is (1) to teach new and beginning skiers to ski confidently, (2) to improve the techniques of expert skiers and (3) to promote healthy, friendly and lasting relationships among the members through combined sport and social outlets, let's analyze the function of the trip chairman, the public relations/publicity manager and social/activities chairman.

The trip chairman must never lose sight of the fact that his membership is made up of all classes of skiers from beginning to expert. Remember, it is no crime for an expert skier to be seen skiing at an area that is not a constant challenge to his abilities.

The psychology of an expert skier is that while he will seek more difficult runs and ski areas, a steady diet of severe slopes curdles his stomach equally as for a beginning skier on less



Zig Bulanda has been Director of Marketing at Boyne Country in Michigan for six years. He has published over 40 articles for national ski publications and has been an active skier for 21 years. A former ski instructor at Stowe, Vermont, Zig also has university experience at four American institutions, as well as a Masters Degree from the Royal Academy of Fine Arts in Copenhagen, Denmark.

difficult runs. Any expert skier wants to "show his stuff" to less capable members of his group and his greatest enjoyment is in using the skiing ballrooms of the beginning and intermediate areas as his theatres. Let this be a guide for trip, social and publicity chairmen:

Never pick a ski area by its degree of difficulty. Only two per cent of all the world's skiers might be classified as expert. Therefore, consider the less-experienced members of your club and be sure that you select ski areas of intermediate and, certainly, good beginning skiers runs.

Arrange for your accommodations at any area at least



six months or more in advance. It's an excellent thought to scout an area, its accommodations and rates, personally well in advance of the club's coming.

Ski area managers, hotel and motel managers and restaurateurs will be happy to talk to you about your club's specific needs and make arrangements many months prior to your arrival.

Charter bus trips are fun and probably the least expensive form of transportation. It is a known fact that half the fun is in getting there. An important consideration is to be sure that the charter bus has a restroom facility to avoid frequent stops which lengthen the trip. If you are traveling by bus, be sure to notify the ski area of your intended arrival—many of them have special discounts for bus loads.

Stay close to home! Trips ranging across continents and oceans can often be disastrous. They may sound romantic, but, in that you're treading on unfamiliar ground, the facilities that trips far afield can offer are



no better—or worse—than nearby ski areas.

Coordinate your efforts closely with the social activities and publicity chairmen of your club as well as the activities and publicity directors of the ski areas you visit.

The object of any publicity or public relations person is to make your ski club activities known. Be aware of all of the ski publications and news media (including radio and television in your sphere of influence). Contact and notify them of your club's function, activities and outings. Be sure to write of your club's activities from a newsworthy angle. Do not expect the members of the media to do your work for you; write your own press releases and send interesting, action photos whenever possible. Do not expect to have your club news in the big daily newspapers. The local weeklies are more receptive.

(continued on page 17)

Theatre Production in Industrial Recreation

By Robert W. Thompson
Managing Director
Theatre 7

There are a number of activities at the disposal of today's Recreation Director which I do not feel are used extensively enough for industrial personnel. One of these is the activity of producing a play for the stage.

This is something that can provide a considerable degree of group activity for all ages, something richly rewarding and exciting. One of the largest phenomena that has taken place in this country and this century is community or amateur theatre. This is where a group of people have decided to assume the responsibility of doing a show of merit before a public.

Somehow the very fact that it is amateur lends an aura of enthusiasm and excitement on both sides—audience as well as performers—that the professional theatre does not possess. The idea that one has to have had considerable training and experience (or, worse still, has to be a certain "type") is absolutely erroneous. The training often comes with experience, and after a group has a few shows under its belt, it is not hard to know a lot of what it is all about.

Amateur theatre, then, is flourishing. The 35 professional theatres (actually union companies) outside of Broadway and about 5,000 or so bona fide regularly producing non-commercial groups testify to the fact that something is going on.

My task here is to introduce to industrial recreation the idea that participatory drama can not only be worthwhile, but also not as difficult as might seem at first glance. In fact, from the idea that one can do plays in and of themselves, there are other acting and performing levels available to children and

teenagers on a non-structured basis. To be able to work with objects, space, environment and each other in a dramatic way can create quite a challenge and useful activity for a person with imagination. Let's assume, however, that you as a Recreation Director are interested in assembling a group to put on an entertaining, probably comic, play that during periods of rehearsal (four weeks or so) will provide a creative outlet of expression for the participants and (hopefully) when performed for the audience, a degree of satisfaction and enjoyment.

You would be concerned with the following: a) choice of play, b) the place to present it, c) taking care of technical requirements such as scenery, lighting, costuming and props and d) mounting the piece itself. Almost everything else is a subdivision of these four basic things. I will discuss each one in turn.

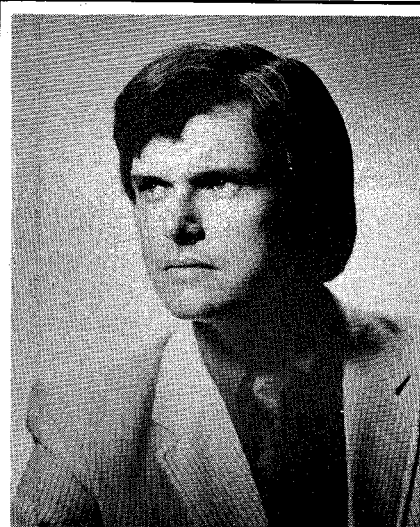
Selecting the play

There are lots of them. Pick one you like and you think would "sell". I would observe the following criteria, however: Make sure it's a good one! There are a lot of plays on the market that should never have been written. Beware of those that are indicated as "ideal for amateurs". There is no such thing. An amateur group can put on as many of the latest or earliest of Broadway plays they wish. In fact, the fact, the Broadway fare lends itself very nicely to amateur staging, because they are simple to arrange technically, intended to be commercial and enjoyed by the mass public and generally have small casts.

Some plays that draw large crowds and are well written are comedies such as "The Odd Couple", "Love in E Flat", "Butterflies Are Free", "Barefoot in the Park" or "Plaza Suite". If

more serious fare is desired, there are "The Diary of Anne Frank", "Anastasia" or "The Miracle Worker", to name a few. Light, delightful musicals include "The Fantasticks" and "You're a Good Man, Charlie Brown". The last one is excellent for children or for adults playing to children.

There are two major play-leasing companies that will send you on request a free catalogue listing practically all the plays there are, including a description of the plot, cast requirements and the price of royalty. (Each play when produced by any group, amateur or professional, carries a royalty cost dependent on the price of the ticket (if any) and number of performances; this can range from \$25 per night to \$50 or more. All information can be obtained from the leasing companies. This rule must be followed or severe legal



Robert Thompson received BFA and MFA degrees in Theatre Production from the University of Texas. He was in charge of Creative Drama and Children's Theatre programs at the University of Idaho and taught theatre production to Recreation majors at Indiana State University. He has also directed at other universities, Off Broadway and in Europe.

consequences can result.

The two companies are:

Dramatists Play Service
440 Park Avenue South
New York, N.Y. 10016

Samuel French Inc.
25 West 45th Street
New York, N.Y. 10036

They give as much help and information as you would want in producing a play through their leasing service.

Pick a play that has one set. As will be covered later, it is going to be designed, and starting off with something simple would be best. This will avoid the usual scene-shifting problems that take some experience to overcome. Most of the above-mentioned plays have one set.

Use a small cast, evenly divided. I would classify a group of up to eight as desirable. Usually the burden will fall on two or three, but there should be some opportunity to permit other casting. The director has to control the group; with more than eight, discipline becomes less easy.

Do a contemporary play. This will help on costume, since very often people can wear their own clothes, with minimal searching about for special items (police clothes, nurse or maid uniforms, etc.). The furniture would be modern and easier to borrow.

A place to present it

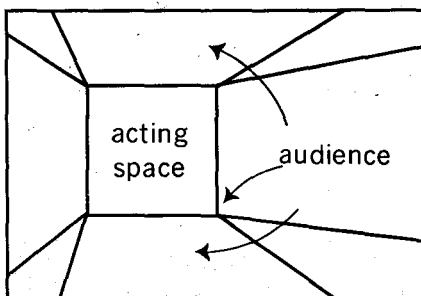
We're concerned here with arranging a space that will suit. Space for the action must be at least 25 by 25 feet, with additional space for your audience. Eliminate the idea that you need a theatre with all its paraphernalia, or a raised stage with a frame around it. Some of the most exciting drama can be produced in a relatively small space where an individual chooses and arranges his own acting area. Some of these might



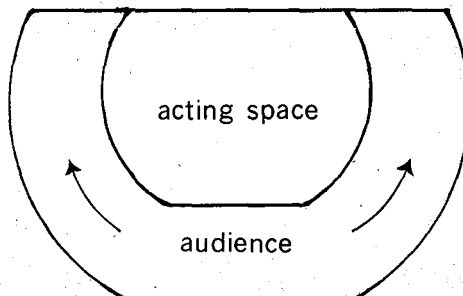
Scene from "Arsenic and Old Lace", a production done at Theatre Seven.

be like the following:

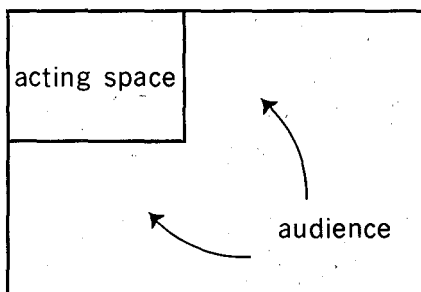
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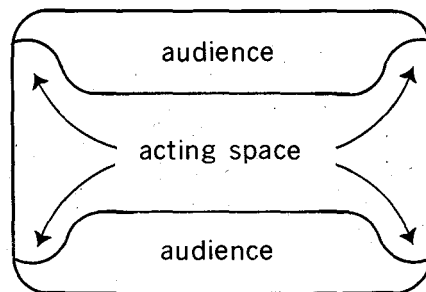
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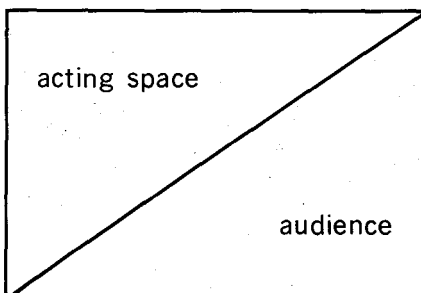
"L" SHAPE



"I" SPACE



DIAGONAL



NOTE: All of these areas do not imply raised stages. They can be, but here we are defining space in a room nothing more.

If you don't like these, you can create your own arrangement. Space can be used around an audience, behind them, to the

(continued on next page)

sides, sometimes above. The flexibility is yours. It simply depends on where you decide to put the chairs.

Technical requirements

A lengthy discussion on scene design, construction and painting is unnecessary here. Needless to say, you have to meet the requirements of the play, so let me give you some pointers that are very general and highly flexible.

1) Read the play and make a list of all the props needed. Props are objects that the performers handle or manipulate, such as letters, books, radios, desk sets, tea sets, coffee service, anything that exists in nature. There are also those props that decorate the stage and can be used physically, such as ashtrays, clocks, candles, lamps, vases, mirrors on the wall and so forth.

Often a script will include a prop list at the back. If not, then you have to figure it out and acquire them. As much as you can, let them suit the play. Artistic choice is in order here and can be a fascinating process.

2) Make a list of all sound requirements. This may be as simple as a knock on the door or more complicated, like the chimes of Notre Dame. Taping such sounds is not difficult. Use live and offstage sound when you can, and be mindful that there are hundreds of sound effects records available, containing anything from one baby crying while another one snuffles to a Boeing Jet taking off. Ask any radio or TV station where they obtain their sound effects.

3) Design the ground plan or furniture arrangement. This can be an interesting process if you are not afraid of it. You absolutely do not have to duplicate the drawing found in the back of the play book! Please be original. Making a furniture arrangement, selecting drapes, choosing a wall color is much like interior decorating. If a group could forget its awkwardness and plunge in and do it, it would be surprised at what is created. The whole world of design—line, mass, shape, texture, harmony, color and value—would automatically open up.

Make the ground plan interesting. The more places you

can plan traffic flow and "sitting down" places, the better. Please don't settle for a sofa on one side of the stage and a chair on the other and subject the audience to an evening of visual boredom watching "X" get up from the sofa and go sit on the chair, while "Y" rises from the chair and sits on the sofa, back and forth all night long. Provide as much variety as possible.

Think of all the furniture pieces that exist in a house: window seat, birdcage, piano, hutch, dinette set, stereo, coffee table, bed, sofa, china cabinet and so on, ad infinitum. An outside set is no different. There are rocks, stumps, trees, logs, statues, benches, porches, steps to porches, wells, railings, fences, etc. The more you can give the performers to do and places to go, the better it will be for you to move them.

Mounting the play

The whole thing is an orchestration, and an interesting one at that. The director literally "composes" the play. People move. They get mad at each other and then walk away from each other. They make up and move back to each other; they sit on the sofa and kiss or they chase each other around the room. Variety of movement and action is the keynote here. Between the lines is a great deal of physical action to be analyzed. Furniture is to be sat on, climbed on, knelt behind, kicked, thrown, rearranged, leaned against and everything else that can happen in real life. Be mindful of one thing when orchestrating a play. It is not the playwright's duty to provide stage directions or movement patterns for the performer and director. Not any more. He must only write the words—the rest is left to people's imaginations.

In all of the above, I have attempted to communicate the idea that one can start with nothing and build. If there are recreational groups in the country who wish to follow up these ideas, it is perfectly all right to contact me for more specifics. Needless to say, there is a lot to it, but I don't think the practice of producing a play need be as formidable as one might believe. The possibilities of what it can accomplish and does accomplish are enormous. There are non-structured activities for

children and teenagers, if one desires to go in that direction. Such things as role-playing, acting out stories, pantomime, improvisation (making up stories in groups as you go along), theatre games or acting to music and rhythm are examples.

For adults, just about everything is brought into play and used in the production. This causes people to draw on their many talents and abilities—sewing, carpentry, photography, music, the dance, welding, upholstery, painting, you name it. The theatre is a composite of all these talents, and in the amateur theater, they are brought happily together every night of the year on a thousand stages in this country.

Here is a photograph of a past play of Theatre 7, the Community Theatre of Decatur, Illinois. Like so many others, this group involves teachers, businessmen, students, clerks, housewives and people from all walks of life. Through Theatre 7 I am available to offer advice and to provide bibliography or information on any aspect of play production. I invite recreational groups to use me through this source to enhance their own recreational dramatic plans.

Student feedback

I had the occasion to teach theatre production to recreation students (a required course) at Indiana State University and found in many instances that a lot of them reported back to me what they had been able to accomplish therapeutically where they were working. Not much on a large scale, but enough to warrant more thought on the subject.

The question that is constantly my concern is: what directions are possible in the organization of what we recognize as the impending leisure boom? Could play producing be a potential outlet? Might there be a newsletter established on the subject? And later, workshops?

INDIANAPOLIS "500"
Site of the 1973 NIRA
National Conference
May 18-22

Amateur radio . . .

(continued from page 11)

elaborate traffic nets, with trunk lines, field officials and comprehensive organization, have been established by the Communications Department of the American Radio Relay League.

Hundreds of other amateurs compete with each other in working DX (distant) stations. DXing is actually a glorified form of fishing; it takes endless patience and skill, but to the true "fisherman" it has a zest nothing else in the world can equal—and it's a sport you can indulge in any day, any season of the year.

Beyond these daily activities, there are dozens of contests of various kinds held annually. The biggest is the Sweepstakes, engaged in by amateurs all over Canada and the United States. Field Day brings thousands of amateurs into the countryside with portable self-powered equipment. In these, as in the smaller contests, amateurs compete not only on a national scale but locally.

Group activities

But all of this still does not convey the whole picture of amateur radio. If one is interested in Army, Navy or Air Force activity, there are communications reserves in both the United States and Canada in which amateur radio experience can be put to good use.

In the U.S. there is also the Military Affiliate Radio System (MARS), whereby civilians can assist the armed forces, at the same time acquiring valuable training in military communications procedures. MARS is operated jointly by the three major branches of the armed forces. In the comprehensive field organization of the ARRL you may find satisfaction in an appointment as an Official Bulletin Station, transmitting the latest amateur news bulletins on regular schedules, or as an Official Experimental Station, helping plumb the mysteries of the ultra-high frequencies.

Nor is all of amateur radio confined to contacts over the air or solitary experimentation.

There are more than 1200 active community radio clubs in the country affiliated with the ARRL, and they offer programs of wide general interest. Each year several divisional conventions and some dozens of "hamfests" are held. Hundreds of amateurs attend these fraternal get-togethers, which last from an afternoon or evening to as much as three days.

Public service

It is one of the finest aspects of amateur radio as a hobby that it is not only a source of delightful fun and pleasant recreation, but it is also an outstanding opportunity for voluntary public service. The communication experience an amateur acquires, and the organized networks in which many hams participate, in time of disaster become of untold value to the community and the nation. Let a hurricane or an earthquake or a flood destroy normal lines of communication, and hundreds of amateurs are ready to step in and provide emergency circuits for the Red Cross, civil defense, military and municipal agencies.

Perhaps as many as one amateur out of every three has, in addition to his station at home, a complete communications set-up in his car. Driving back and forth to work, or on a longer weekend trip, an amateur can be in constant touch with other hams to while away the time in pleasant conversation—or to ask local highway directions of local hams at their home stations. Here again, in the event of communications emergency, an amateur mobile unit becomes invaluable because it not only has its own power supply but can be dispatched to key points to furnish vital communications for relief work.

What industry can do

With these objectives in mind one can easily realize the services industry can provide both to the employee and to the community by encouraging the formation of an Amateur Radio Club within the framework of an Employees Association.

Our Hughes-Fullerton Employees Association Amateur Radio Club was chartered in July of 1967. Since our founding, we have participated in two natural

disasters, one severe brush fire and one earthquake; provided 15,000 toll-free telephone calls from U.S. Servicemen in Vietnam to their families in the U.S. VIA Navy MARS; sponsored a communications-oriented Explorer Scout Post; lectured to science classes in schools throughout Orange County in California and are nearing completion of a 196-element antenna array for Moon Bounce Communications.

All of these accomplishments were made by 72 members of our club. However, the successes were shared with 6,000 fellow employees here at Hughes-Fullerton. Most important, these accomplishments are the result of management interest in employee community / employer relationships, truly the basis of total growth within our democratic society. ■

Ski Clubs . . .

(continued from page 13)

Be sure to be in contact with the publicity department of the ski areas you visit and become acquainted with the publicity director of other ski clubs and area ski councils and exchange views frequently on publicizing skiing in general.

Unfortunately, many people join organizations because they are incapable of planning their own activities. It is important for the social activities director to always keep this thought foremost and to plan activities, both skiing and social, that are most attractive to the majority of the members of the club.

Summer is an important time for ski clubs and many times the social director goes into hibernation rather than planning trips to ski areas in the summer—many of which have total resort summer activities. Keep in touch with the ski areas you visit in the winter during the summer months as well. ■



U.S. Steel's Vokettes.



An annual music festival at Nationwide.

COMPANY MUSIC GROUPS— good fun, good public relations

By Kathy Harder

Your touch football team is in the cellar. Your Company picnic was a washout, even though the weather was perfect. Your employees are looking for an involvement with their company and an identity in the community.

The answer may be a company band or chorus. It could be the most cohesive and enjoyable activity you've ever planned.

Larry R. Linkin, director of planning and development for the National Association of Music Merchants, thinks company music groups can be of tremendous value both inside and outside the company.

For instance, the band can play peppy music to spur the company's touch football team on to victory; bands and choruses can perk up company picnics with dancing or listening music or even sing-a-longs. Music groups can represent the company in local civic events such as parades and concerts.

And they provide a healthy, enjoyable outlet for employees at the same time they encourage them to work together for a common goal.

"Any company organization can get people working together, just as they should work to-

gether on the job. But it won't seem like work. And when music is involved, even those who don't directly participate by playing an instrument or singing can share a sense of involvement," Linkin says.

The director of company recreation programs who wishes to check employee interest in music groups should send a short note to employees, asking them what instruments they play and how well they play them. The same note can cover choral interest and ability.

"Don't push a band or choir right away," Linkin suggests. "You could scare some people off. The note should be

Special to RECREATION MANAGEMENT

humorous and short. It might ask for an indication of interest in a performing group of some kind."

The next step is to contact a local music merchant or teacher who can help you decide, on the basis of employee interest, what kind of group can be formed.

"You might end up with a choral group, an organ or piano club, a dance band, concert band or marching band," Linkin says, "depending on the interest you have generated."

Then it's time to find a leader

for your group.

"If one of your employees has the interest and ability—and is respected by other employees—he can make a good director. If not, your local merchant or teacher can lead the group or suggest someone who can.

"The important thing is that the leader, whether he or she is an employee or an outsider, is capable musically and has the respect of the employees in the group."

Here the alternatives blossom.

Sponsoring companies can provide rehearsal space, uniforms and opportunities for their groups to be heard. In turn, the group can do much for its sponsoring company.

In addition to performing at company events such as picnics and parties, the band can march in local parades; band and chorus can perform for other civic events. Performances at dances can provide a fund for scholarships for employees' children. Musical performances for shut-ins, especially at Christmas, are excellent ways to build good will.

One of the best possible results would be an off-shoot band or chorus for the children of employees, sharing rehearsal facilities and programming with the adult groups.

"All employees will have a

sense of belonging, especially if their children are involved. Even those who have nothing to do with playing in the band or chorus will enjoy listening to the music. A music group can be a great builder of esprit de corps," Linkin says.

Company bands are not new. In 1889, there were more than 10,000 "military" bands in the United States; most of them were local town and industrial bands.

They were called military bands because they played martial music and because many of them, for financial reasons, were connected with local militia units.

This was the era of John Phillip Sousa and famous traveling bands. The band was the most popular entertainment of the day and, according to Bands of America (W. H. Schwartz, Doubleday and Company, Inc., 1957) the number of bands may have doubled, to 20,000 by 1898.

Bands were so important then that when a member of a band died or left his community, ads were placed in music papers and business magazines to fill both the person's job and his place in the band:

—"A cornetist who is a glass blower can secure employment..."

—"Good clarinetist who is a competent photographer..."

—"Would like to hear from a barber who will open shop and buy outfit. Play anything in the band but tuba..."

But by 1910, the era of the popular marching band was dying to the competition of the automobile, phonograph, movies, vaudeville and jazz.

Today, however, the company band and chorus are important facets of recreation programs.

Among the largest company music programs in the country is the one at United States Steel's Gary, Indiana, plants.

Under full-time music director Dave Simpson, the company sponsors a mixed chorus of 85-90 members; a concert band with 45 members; the Vochestra, whose 17 vocalists and 10 instrumentalists perform swing music; and the Innovators, whose popular repertoire is performed by 16 vocalists, a drummer, guitarist, bassist and pianist.

Membership in the mixed chorus and band is open to all employees of the four U.S. Steel plants in Gary. Membership in the other two groups is by invitation, and those musicians are chosen from the first two groups.

"Some of our employees are involved in three or four groups," Simpson says.

In addition, about 20 members of the other groups form The Carolers and perform at Christmas in the local company plants, as well as in hospitals and schools. Altogether, the groups handle about 60 engagements a year in a 300-square-mile area around Gary.

Typical performances are before the state Chamber of Commerce, regional Kiwanis meetings, concerts at Veterans Administration hospitals in Illinois and Indiana and the annual spring concert. The spring concert is the only event at which admission is charged. Most of the \$1.50 charge per person this year went in support of the U.S. Steel Good Fellow Club. Among its other activities, the club operates a summer youth camp for employee children. This year's concert drew 1,000 people.

The U.S. Steel program isn't entirely recreational. One of its

functions is public relations: the musicians represent U.S. Steel wherever they perform.

The company pays for music and costumes and provides facilities for the music program, which include a rehearsal hall, dressing rooms and sophisticated recording equipment.

The impressive U.S. Steel program is not really typical, as it covers a broader scope than most company music programs, which are strictly recreational.

The "Nationaires" of Nationwide Insurance in Columbus, Ohio, perform a repertoire of sacred and secular music several times a year for hospitals, charitable organizations, awards programs, company sales conventions and retired people's homes.

The 40-member mixed chorus is directed by a paid professional who is head of a local high school music department. Financial support for the chorus and salaries for the director and accompanist come from the company's Activities Association Fund. A fixed annual contribution from the company is supplemented by vending machine proceeds and funds are shared by all the company's recreational activities.

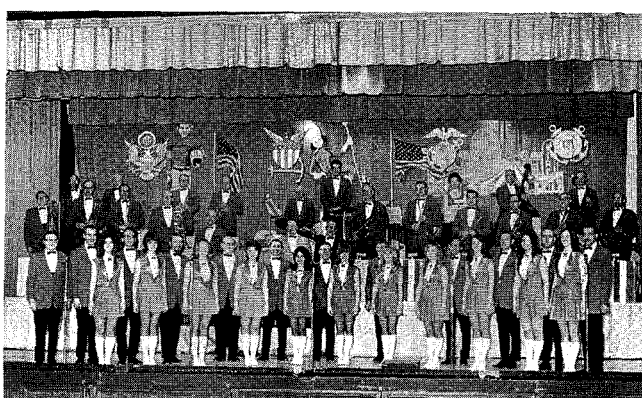
The chorus rehearses after work every Monday on a strictly volunteer basis. Concerts sung in the lobby of the main office building at Easter and Christmas are broadcast throughout the company's offices, reaching about 3,300 people. The group last June performed "Trial by Jury".

"I know the chorus has public relations value," says recreation director Martha Daniell, "but our primary objective is employee benefit, the satisfaction

(continued on page 23)



The 22-voice Goodyear chorus.



Allen-Bradley's orchestra and chorus.



Here is some of the equipment used by home winemakers: front center—grape and fruit concentrates and additives; center—a stemmer/crusher; left rear—bench corker; left—500 lb. racket basket press; misc.—five 15-30 gallon oak barrels, seven 14 gallon demijohns (in baskets).

A Hobby You Can Drink!

By Bruce Cass
Wine Art of America

Crafts and hobbies are perhaps the most important part of any forward-looking industrial recreation program. Industrial employees need creative outlets. Witness the astonishing growth of candlemaking, stitchery, gourmet cooking. These crafts help an individual develop an identity separate from the routine of his daily work schedule.

Home winemaking is a classic among hobbies. It combines the romance and tradition of a great art with the camaraderie and good times of the local publican. How many hobbies can you drink?

Winemaking has a history as old as civilization. It is a family endeavor in most countries as essential as food for the table. Last year Americans drank about six bottles of wine per capita. This figure is double the consumption of five years ago, but it doesn't compare to the Europeans. Per capita, consumption in Europe is 165

bottles per year . . . and has been for over 600 years.

The American wine industry is quite young and undeveloped by these standards. Prohibition had far reaching consequences which still exist today. Premium quality wine grapes planted five years ago are only now starting to bear fruit and won't reach their full potential for another ten years. The wine made from these grapes will have to be aged



several years longer. As demand in the United States grows (up 29 per cent over last year), the price of these grapes, and consequently all wine, increases at an alarming rate. A bottle of good Napa Valley Cabernet Sauvignon bought from Beaulieu Vineyards in 1960 for about \$1.50 is now easily worth \$15.00. A comparable bottle made by Beaulieu in 1973 will cost close to \$6 by the time it comes on the

market. Wine can be more than a beverage. It is an art form very much in demand. . . it is an investment.

Winemaking is not the normal type of production effort so common in America today. The importance of making something cheaper and faster is minimized. Winemaking is a craft, an art, a lifestyle which everyone should use to complement the affluence and battle the alienation of our industrial society.

At the same time, it is an activity to enjoy with friends from beginning to end. It is not an austere art form. No winemaker ever locked himself away in a garret.

What advantages does the winemaking hobbyist realize beyond the personal benefit of the craft? Well, there are certain economies. For instance, Federal Law permits any head of household to make 200 gallons of each year, tax free. There aren't too many pleasures like that left. Most hobbyists make their own wine for less than 60 cents a fifth, because they don't have to realize a profit, or pay mid-

dlemen. Groups, of course, realize further savings.

The quality of homemade wine is sometimes quite surprising. The rank amateur will produce on his first try, a wine comparable to most \$2.50 commercial generics. With practice, he can produce wines that are commercially unavailable. Dry fruit wines, mead, sparkling passion fruit and dandelion wine are examples of wines which most liquor stores could never find. Beers, ales and stouts with a hearty taste, available only in Europe, can be produced for around \$1.70 a case.

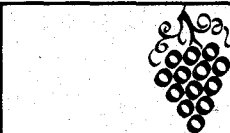
Is the process difficult or bothersome? Definitely not! I have nearly 120 gallons of wine and beer maturing in a small San Francisco apartment. I spend less than three hours a week actively dealing with the wines. This attention includes mixing ingredients, syphoning into different containers, bottling, labelling, corking/capping and extensive tasting (for my records). Some of the wines take years to mature, but they require attention every three or four months. On the other hand, most beers are ready within three weeks.

Intriguing as the hobby is on the individual level, the person who elects to join a club finds even more options open to him. Wine-Art offers a series of programs specifically for the winemaking club. Lectures with accompanying audio-visual aids are available for reading European and domestic wine labels, starting the small vineyard and, of course, home wine production. In any city with a Wine-Art center, these materials can be delivered by a speaker trained in the methods of amateur winemaking.

Club information bureau

In addition, Wine-Art employees staff a club information bureau that stands ready to answer mail and telephone enquiries. On the financial side, a 10 per cent discount is offered on the small winery equipment package. Any of these services can be arranged by contacting the Training Director at 4324 Geary Boulevard, San Francisco 94118.

For the member so inclined, the club offers an arena for competition. On February 23, 24



Steps for Organizing a Winemaking Club



Advance Publicity—Place notices in the company newsletter and on bulletin boards.

Introductory Meeting—In order to attract potential members and build enthusiasm for the club, give an introductory lecture demonstration on home-made wines. Stress the romance and satisfaction of wine-making and the benefits of club membership. Avoid technical material at this early date. Plan a tasting party.

Organizational meeting—Nominate officers, hold your election and form a committee charged with setting the club calendar for six months.

Structuring the Program—No club succeeds without active members. Make use of Wine-Art supplies and courses. Consider affiliation with the American Wine Society. (235 Berkshire Road, Ithaca, N.Y. 14850)

Suggest topics for monthly meetings—Talks by outside speakers, practical demonstrations, films or slides, social

functions.

Cover specifics—Equipment, wine yeasts, hydrometry and acid titration, bottling, co-fermentation, how to produce special wines, fining and filtering, viticulture for the home grower, wine-of-the-month tasting, a winery-vineyard tour.

After a solid core of enthusiasts is established, it is time to think about the advantages of small winery production. Larger equipment allows your club to take advantage of fresh grapes and local fruits. Also, volume production is less expensive per gallon. Although this equipment might represent a financial burden to the individual, the cost is modest when split among many club members.

Recommended equipment (including a stemmer crusher, a press, heavy-duty primaries, barrels, hose, corker, a scale and fermentation locks and stoppers) can be purchased for about \$650.

and 25, 1973, San Francisco will host the first annual United States competition in Homemade Wines. This event will provide a public forum for all amateur winemakers and winemaking clubs in the country. Seven categories have been selected for the judging: aperitifs, red table wines, white table wines, rose table wines, dessert wines, sparkling wines and labrusca wines. No restrictions have been placed on the contents of the wines; elderberry will compete with chardonnay.

All wines entered will be tasted. A brief critique will be sent to each winemaker after the end of the competition. The results of this contest will be covered in Vintage Wine World and the home winemaker's newsletter, The Amateur Enologist. Future competitions will be expanded to include regional preliminaries. This series of contests will focus the efforts—and provide continent-wide exposure—for all wine-making clubs. ■

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Chess as an Employee Recreational Activity

By Matthew A. Pavitt
U.S. Chess Federation

The drama of the Fischer-Spassky match for the World's Chess Championship, the fact that Bobby Fischer brought the championship to the United States and even the large sum of money that was involved—these have all helped to bring chess into the spotlight, to make it an "in" thing. However, the game has so much intrinsic value of its own that it should not take this sudden spurt of popularity to make Industrial Recreation Directors realize that it would fit quite readily into their programs.

First, it might be helpful to dispel some of the common misconceptions about the game itself. Who has not seen cartoons of a pair of chess-players—sitting motionless over their game—cobwebs connecting their grey beards and the table, and with dust covering board and chessmen? Of course it is a sport often played by old men, yet chess is anything but an old man's game. Bobby Fischer's achievement of International Grandmaster ranking while in his teens has helped to erase this picture to some extent—and we are finding that more and more young people are taking up the game at all levels.

Play by clock

Nor are the cobwebs and dust an accurate commentary on the pace of the game. As millions learned from watching the Fischer-Spassky match on educational television, tournament chess is played with clocks that measure the time taken by each player—and time is an integral part of the game. At this level, players are required to make forty moves in two and one-half hours—an average of three and three-fourths minutes to decide on the best move out of the many possible ones.

But even that is the slowest rate at which chess is generally played over the board. Most tournaments in the United

States are played at the rate of forty moves in two hours, which allows an average of only three minutes per move. In most industrial leagues, where matches are played after work, the pace is speeded up to fifty moves in two hours. Some tournaments cram as many as five or six rounds into a single day by playing at the speed of thirty moves in thirty minutes. Even this, though, is quite slow when compared to one of the more popular variations of the game.

"Rapid Transit" chess

Go into any chess club and you are likely to see two players making moves every few seconds, and frantically pushing the button that stops their clock and starts that of their opponent. This is "Rapid Transit" chess, a variation that allows an entire game to be played in ten minutes or less. The clocks are set at five minutes before the hour, each player making his moves as rapidly as possible, and if the game has not been completed before that time, the player whose clock first reaches the hour has lost the game. Cobwebs? Dust? Not a chance.

Since chess has precise notation which accurately records the moves, it can be played at a distance by mail, phone, radio or cable. The most popular way of playing, however, is informally, when two players simply sit down to play without regard to time, usually at the rate of a couple of moves per minute, and finish a game in a half hour or so. Playing such a game while eating lunch is a most relaxing way of breaking up a day.

Chess, therefore, lends itself well to industrial recreation programs, and warrants serious consideration by Recreation Directors. Unlike many other activities, it requires only two players, while there is no maximum to the number that can play, provided there is sufficient equipment. Equipment costs are modest—a dozen good chess sets can be bought for

about the same price as a dozen good softballs—but the chess sets can be used almost indefinitely. Chess clocks are somewhat more expensive, but if money is a problem, they are absolutely not necessary.

So how does one start up a chess club? Much like any other activity—by letting employees know that such an activity will become available. By notices in house organs or on bulletin boards, by word of mouth or any other method usually used to inform employees. Invite those interested to set up an organization. It should be kept simple—chess enthusiasts want to spend their time over the board, not in meetings—but one person should be designated as spokesman for the group.

Players might just come and play informally with anyone who wants to play a game. Tournaments may be organized from time to time to determine the relative strengths of the players in the club. These may be Round Robin tournaments, if the size of the group is not too large. Or if the number of players would make a Round Robin unwieldy, Swiss System tournaments can be held instead. In this type of tourney, winners meet winners and losers play losers until—in relatively few rounds—all the players can be ranked with reasonable accuracy. "Ladder" tournaments might be employed, wherein players play those on adjacent "rungs", and move up or down depending on wins or losses.

Instruction ideas

Perhaps one or more of the stronger players might be willing to teach weaker players—or, indeed, teach the game to non-players who would like to learn. As an alternative, the company might be willing to hire a chess teacher if there are enough employees interested in learning the game. To add interest to your chess program, perhaps you might invite a Grandmaster to play a simultaneous exhibition against all of the players in your club at the same time.

Or perhaps you might want to organize teams. Competition might be between departments, floors, or whatever grouping is natural. Should yours be a multi-plant operation, there might be

(continued on page 32)

Music groups . . .

(continued from page 19)

gained by learning more about music, and practicing and performing together." It builds esprit de corps within the company. "The Nationaires are proud of their group, and their pride carries over to their jobs," she says.

A band and choral group are among 36 employee recreation programs at Eli Lilly & Co. in Indianapolis, In. The 15 to 20-

member band plays in the company cafeteria at Christmas and in the annual spring variety show, open to all employees.

The chorus practices weekly and its 50 to 60 members perform at local hospitals and homes for retired people, as well as in the cafeteria on the two days before Christmas and at the spring variety show.

"The objective is strictly recreational," says Jeff Nicoson, employee activities associate.

The choral director, a regular employee of the plant, and the accompanist, whose husband works for Eli Lilly, are paid for their time out of an employee activities budget. No other member of the chorus or band is paid.

Lilly sells annual employee activities cards that entitle the purchaser to participate in all company recreation programs. Every dollar raised through the sale of cards is matched by \$2 from the company. The executive committee of the employee activities group acts as a budget committee to disburse the funds. In addition to paying the director's salary, the fund buys uniforms for the chorus.

At the Allen-Bradley Company in Milwaukee, Wi., the Allen-Bradley Orchestra and Chorus have been in existence since 1945, and are still very active today.

The group occasionally makes tours throughout the United States and Canada. These run anywhere from two to three weeks, while concerts are given for the district offices, distributors and their friends. The group also entertains for many civic functions in Milwaukee, as well as performing at the plant. Among these shows are the weekly Wednesday noon dinner hour shows, given for the employees.

The 3M Company in St. Paul, Mn. sponsors concerts on approximately 33 occasions during the year in the Twin Cities area. Present member participation is 190 people.

No matter what the purpose—strictly recreational or enjoyment combined with aiding a company's image in its home town—music is important. Take a tip from Namm's Linkin and put some music in your company's life. ■

CLASSIFIED

RATES: regular type—15 cents per word; bold face type—25 cents per word. Copy must be received by the 5th of month preceding issue in which ad is desired.

Young man with B.S. Degree in Physical Education. Presently a salesman for Kenkar Corp. in Chicago and interested in being an assistant recreation administrator or coordinator in area of physical activities with a salary of \$9,500. Available immediately. Inquire Box 255—RECREATION MANAGEMENT.

B.A. Degree in Recreation and M.A. Degree in Industrial Recreation. Presently employed as Administrative Assistant to Construction Coordinator, Bureau of Parks and Recreation, Wisconsin Dept. of Natural Resources. Interested in administrative position in industrial recreation with salary open. Box 256—RECREATION MANAGEMENT.

B.A. degree in psychology. Presently a lieutenant U.S. Navy working as an employment counselor for servicemen separating from the Navy. 1968 Olympic diving champion. Available immediately. Salary desired—\$9,500. Box 263—RECREATION MANAGEMENT.

Woman with B.S. degree in recreation and park administration. Experience in recreation programming and supervision. Desires position as industrial recreation director, salary open. Available immediately. Box 264—RECREATION MANAGEMENT.

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We specialize in
PARTY FAVORS
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CUSTOM MADE PACKAGES of TOYS
for all age groups.

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for 21 years.

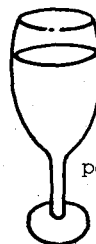
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Only \$9.95 postpaid

Everything you need including concentrate equivalent to 15 lbs. wine grapes, for your first 5 bottles of Burgundy, Chablis or Rosé. Specify variety. Colorful Wine-Art Handbook free with order. Check the yellow pages for Wine-Art store near you, or write: WINE-ART, Dept. I, 4324 Geary Blvd., San Francisco, Calif. 94118. Calif. res. add 5% tax.



Wine-Art

100 SHOPS COAST TO COAST

Leathercraft Programs in Recreation Associations

By Carolyn Aiken
Tandy Leather Company

Leathercraft, one of the oldest craft forms known to man, is experiencing a phenomenal re-awakening. The simplicity of early man's crude materials and designs are a far cry, however, from the intricate patterns and uses of today's superior leather products.

The basic urge of man's creativeness and excitement in a fine finished product is noted in the recent National Industrial Recreation Association survey in which 13 per cent of the industrial recreation associations reporting indicated facilities designated specifically as craft rooms. Organized programs within the social and cultural activities of the association are at seven per cent and hobby shows at 14 per cent.

Leathercraft finds itself in a comfortable niche in the overall recreation program. The simple, inexpensive tools required to work the leather pieces into useful, rich-looking items are just one aspect to be considered. Another is the small work area required. One workshop table provides sufficient space for a dozen craftsmen.

Leather and tools are readily available at low prices—especially to clubs—and need only small storage area. Basic tools include all-purpose shears, gouging and beveling instruments, small hobby knives, measuring devices, small hammer and leather stamping tools. Complete professional tool sets, for novice or expert crafter, are also available.

Carson Thompson, merchandising manager of Tandy Leather Company, the world's largest supplier of leathercrafts, points out the advantages of packaged kits for groups of novice craftsmen. Quality kits come in a variety of articles and have the advantage of supplying all materials

and full instructions, thus eliminating the need for a professional instructor.

Individual materials can be purchased by more advanced, adventuresome craftsmen and can be obtained in larger quantities by recreation associations and schools at reduced prices.

Most leathercraft companies gear their products to a wide variety of skillfulness of craftsmen, and also provide education in the way of step-by-step instructions with each kit.

Tandy, for example, provides full-size instructional and teaching aid posters, leatherwork manuals, 8 and 16 mm color films and overhead projector transparencies. All aids are easy to understand.

In working with leathercrafts, age is no barrier. Children enjoy creating their own belts, boots, sandals and mocs, Indian objects such as ceremonial drum and canoe replicas. Adults have an even wider range of uses—from handbags for women to elaborately tooled holsters and scabbards for men. Still, the articles created are only as limited as one's imagination.

Leather clothing is popular

Of particular note this year is the returning interest in leather clothing—for men and women. And it's not as difficult as one might expect. Simple patterns and easy-to-follow directions along with top quality materials almost insure success.

Time was when those who sewed their own clothes faced a social stigma. Today, scorn is reserved for those who are unable to perform this task. Individuality is perhaps the key. The only way to attain that "one of a kind" look that tells the world you are "you" is to create your own look, with your own personal touch.

The revival of crafts, the return to Americana, is an obvious outcry from those who find fewer natural opportunities today to produce with their hands. The return to ruralism's creativeness is stimulating to the emotional as well as physical needs in all of us. Something wonderful happens when you create.

Leather has a particular place in this rebirth. It has a unique characteristic—perhaps its association with life itself. Its animal origin. For thousands of years, man held a special appreciation for leather. He identifies with it. He is fascinated by it.

Something magic happens when you get tools in your hands. This is especially true with leather. It is supple, can be molded, dyed and shaped into an infinite variety of forms.

When you work with leather, you are actually using a material that has served man since about 2500 B.C. Just as today, it was used for garments, sandals, shelters and carrying possessions in Old Kingdom Egypt. Leather is the most natural

(continued on page 31)

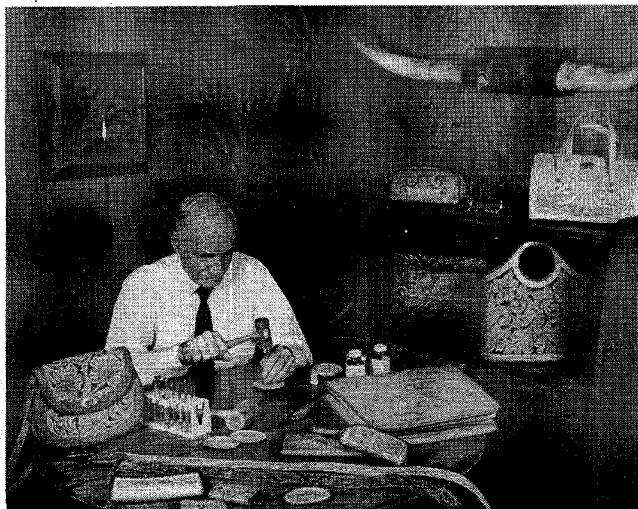


Photo courtesy Tandy Leather Company.

Craft Planning Guide

Listed below are several specific areas of craft activities and the needed supplies. Simply check-off by letter and number your areas of interest on the coupon and mail to RM. You will then receive detailed information outlining what types of materials are available and how to get them.

1. Basketry

- a. frame
- b. reeds (natural or artificial)
- c. trimming tools
- d. wire

2. Candlemaking

- a. commercial wax stabs
- b. wicking
- c. candle molds
- d. candle coloring
- e. crayon
- f. candle scents
- g. stearine
- h. candy thermometer
- i. double boiler
- j. waterbath container

3. Carving

- a. knives
- b. hammer & chisel
- c. shaping tools
- d. media (wood, soap, wax, ice marble, cement)
- e. sand paper
- f. torch
- g. finishings

4. Painting

- a. oils
- b. watercolor
- c. acrylic

5. Decoupage

- a. prints
- b. wood base (plaques, purse, key rings)
- c. varnish
- d. sandpaper
- e. base coat
- f. stain
- g. glue
- h. roller
- i. brushes
- j. final finish coat

6. Furniture Finishing

- a. sandpaper
- b. paint remover
- c. rubber gloves
- d. stain
- e. varnish
- f. steel wool
- g. antiquing kits
- h. brushes
- i. paint

7. Jewelry Enameling

- a. copper base piece
- b. kiln
- c. small tools
- d. punches
- e. enamel
- f. brushes
- g. steel wool
- h. glue
- i. string
- j. fire coat

8. Leathercraft

- a. leather base pieces
- b. needles
- c. punches
- d. tooling equipment
- e. thongs
- f. fittings

9. Model Making

- a. balsa wood
- b. paints
- c. brushes
- d. glue
- e. gluing clamps
- f. dowel
- g. vice
- h. pattern
- i. canvas
- j. finish coat

10. Needlecraft

- a. needles & pins
- b. hooks & eyes
- c. thread
- d. yarn
- e. embroidery floss
- f. backing
- g. buttons
- h. zippers
- i. accessories
- j. embroidery hoops
- k. knitting needles
- l. material
- m. sewing machine
- n. knitting machines
- o. patterns
- p. crochet hooks
- q. lining
- r. measuring devices
- s. body forms
- t. chalk



CRAFTS PLANNING GUIDE

Yes, I am interested in those tips checked below.
Please send me complete information about them.

ITEM(S) _____
(specify by letter and number)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone Number _____

Craft Planning Guide

11. Molded Plastics

- a. molds
- b. liquid plastics
- c. cooking crystals
- d. glitter
- e. tin foil
- f. timer
- g. paste
- h. tape
- i. pigment
- j. solvent
- k. coating resin
- l. glaze
- m. oven

12. Woodworking

- a. wood
- b. level
- c. nails
- d. square
- e. string & chalk
- f. miter box
- g. hammers
- h. saws
- i. bit & brace
- j. screws & brads
- k. hinges
- l. rotars
- m. power tools
- n. patterns

13. Ceramics

- a. clay
- b. pottery wheel
- c. balsa sticks
- d. canvas
- e. plastic throws
- f. kiln
- g. glazes
- h. shaping tools

14. Weaving

- a. loom
- b. warp & waff
- c. shuttles
- d. needles
- e. bobbins
- f. pattern
- g. stretcher

15. Hobby Club

Please send me a copy of "How to Set Up a Hobby Club in Your Company." (page 27).

If a craft or hobby activity you are interested in is not listed here, attach a note to the reply card and we will make every effort to assist you.

XX. Advertisers

- a. Beach Club Hotel & Cabanas
- b. Benjamin Air Rifle
- c. Dave Shanker Ind.
- d. Hillerich & Bradsby
- e. Mail Order Mart (binoculars)
- f. Mail Order Mart (ribbon)
- g. Norwegian Caribbean Lines
- h. S & S Arts & Crafts
- i. Tandy Leather Co.
- j. Tennis Films, Inc.
- k. Travel Plus, Inc.
- l. Wine Art
- m. Wine Art
- n. World Wide Games

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Hobbies and Consumer Protection Legislation

By Seymour Halpern
Member of Congress
6th District, New York

Hobbies are "big" in America today. Expenditures on hobbies are rapidly reaching the billion dollar mark. America's millions of hobbyists form a large block of consumers, and have as much right as any of us to consumer protection.

Moreover, the importance of hobbies is growing.

Do you realize that the number of families with after-tax income of more than \$10,000 a year, those most likely to take up hobbies, is expected to double by 1975?

In addition to substantial gains in wages and salaries, vast changes in hours of work and length of service have occurred in America. The four-day work week is gaining acceptance. And the annual vacation of three weeks and even one month is the usual thing now. Retirement? At age 60 or even earlier.

Such increases in affluence and leisure have turned many adults into hobbyists.

Appeal for all ages

However, many hobbies have appeal for all age groups. Youngsters find that hobbies combine education and enjoyment. Some hobbyists, including senior citizens, sell their completed hobby projects to bolster their income.

Most schools, recreation and park departments, summer and day camps and service clubs have hobby and craft programs. Doctors recommend hobbies for therapy. Frequently, retirement and nursing homes and hospitals encourage patients to participate in some types of handicrafts or hobby projects.

Making ceramics, rugs, painting pictures, collecting antiques, miniature figurines, buttons, glassware, miniature vehicles (and vintage cars, if you can afford it), old uniforms, unique greeting cards you name it—all are popular hobbies.

Perhaps the best-known hobby of them all is stamp collecting.

The growing interest in stamp collecting alone has helped boost philately to a \$100 million-a-year industry that has as many as 40 million enthusiasts around the world.

Like some other hobbies, stamp collecting provides an avenue for practical financial investment. Some stamp collectors have organized clubs to invest in stamps, just as investment clubs have been formed to build portfolios of stocks and bonds.

May be profitable

Such ventures may turn out profitably, for as collectors well know, the value of rare stamps is rising. For instance, an anonymous purchaser of the famous rare British Guiana stamp paid \$45,000 for it in 1940. More than 30 years later, the value of the stamp has increased at least six times.

Hobbyists develop limitless ardor for their pet interests. There was a stamp collector, we are told, who actually murdered a French philatelist in 1892 to obtain a United States blue two-cent stamp. Of course, this is going to extreme lengths in carrying out one's leisure time activities!

As a legislator, my interest in hobbyists is not so much to insure protection for them against the dangers of such extraordinary "acts of passion" as this. Rather, my concern lies in protection of hobbyists against deceptive practices in today's marketplace.

Unscrupulous sellers

Unfortunately, many young and old hobbyists can be duped by unscrupulous sellers. The reproduction or manufacture of imitation collector items and the deceitful sale of those items at exorbitant prices is a dishonest practice which must be stopped.

For this reason, on September 13, 1971, I introduced H.R. 10600, the "Hobby Protection

Act" to protect hobbyists chiefly against the reproduction or manufacture of imitation hobby items.

For example, many instances of furniture and other items such as glassware sold as antiques, but actually of very recent manufacture, have come to my attention. Similarly, complaints concerning the sale of fake political buttons have been lodged in my office. Another type of deception is selling uniforms of modern manufacture in the style of former days as genuine historical items.

My bill would provide that the manufacture of any reproduced collector's items which is not plainly marked with the calendar year in which the reproduction was made is unlawful and would constitute an unfair or deceptive trade practice under the Federal Trade Commission Act.

H.R. 10600 would also require reproductions to be plainly and permanently marked "reproduction".

Any citizen would be entitled to bring charges of violations to the Federal Trade Commission.

Furthermore, H.R. 10600 contains provisions to protect hobbyists against receipt of unsolicited merchandise through the mails, such as "blocks of four", first day covers and other stamps. The United States Postal Service would be charged with promulgating necessary regulations relating to unsolicited merchandise items.

Bill has support

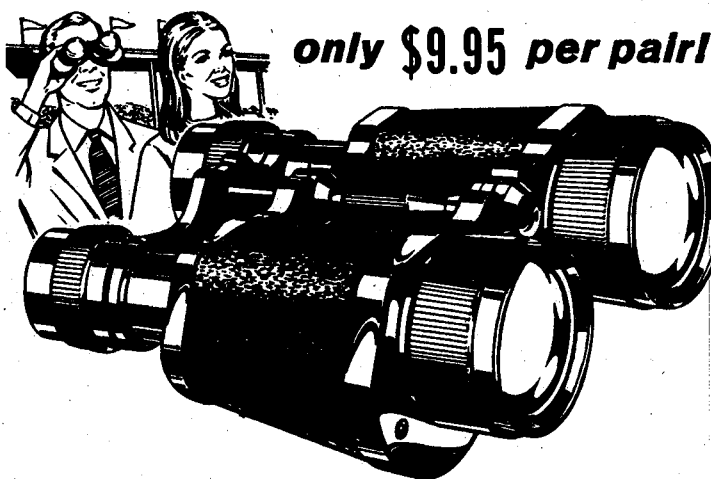
Since the original Hobby Protection Act was introduced, increasing constituent support has poured into my offices, both in New York and Washington. Petitions have come in from coin and stamp collecting organizations throughout the Nation in support of this bill.

Many organizations for hobbyists support this proposed measure. Among these are the American Numismatic Association, the Society of Paper Money Collectors, American Political Items Collectors, Antiquist, Inc., Global Coin Traders Association, Professional Numismatists Guild and others.

Moreover, such major hobby publications as Coin World, Collectors Weekly and National Stamp News have endorsed the Hobby Protection Act.

(continued on page 26)

Binocular Closeout



only \$9.95 per pair!

Built to professional standards for those who demand uncompromising precision craftsmanship and optical superiority. You'll feel the difference as the sculptured curve of the body balances effortlessly in your hands. You'll see the difference in the brilliant true color images sharply defined throughout the field of view . . . distant objects and action seem so close you'll swear they are only inches away! Yet these famous make Sport Glasses are offered below factory list price in Europe! Order today — limit two pairs to each buyer. When present supplies are exhausted prices will be much higher. No CODs, please. Money back in ten days if not fully satisfied.

Check these Custom Features:

- ★ Electronically computed optical systems of unexcelled true color brilliance, balanced and aligned to super critical standards to prevent eye strain.
- ★ All air-to-glass optical surfaces amber hard coated to prevent internal light loss.
- ★ "Squint-Pruf" front lenses block reflected glare from water, snow, sand and haze.
- ★ Shock-resistant construction — extra strength hinge and bridge guard against misalignment; high index prisms are permanently locked in.

MAIL ORDER MART DEPT. 12
2701 Sterlington Rd., Suite 237
Monroe, Louisiana 71201

Please send me the quantity of Sport Glasses checked below (limit two). If not fully satisfied I will return the merchandise within ten days for a full refund.

- ☐ Send ONE only. I enclose \$9.95.
- ☐ Send TWO at the bargain price of \$14.95

Name _____

Address _____

City, State, Zip _____

Hobbies and consumer protection . . .

(continued from page 25)

Interest in this proposed measure has been expressed abroad. Dr. Werner Bohne, President of the German Philatelic Society, has discussed this bill with the District Attorney in Berlin, with the object of having a bill similar to mine enacted into law in Germany in order to protect the many hobbyists of that country.

No action as yet

H.R. 10600 was referred to the House Interstate and Foreign Commerce Committee on September 13, 1971. Thus far no action has been taken.

The many hobbyists in our Nation are hopeful that the House Commerce Committee will now consider and vote out this bill so that it may come before the entire House of Representatives. Won't you interested readers take a moment and send a written request for Committee action on this bill?

Your letter should be addressed to:

The Honorable Harley O. Staggers

Chairman, Committee on Interstate and Foreign Commerce
United States House of Representatives

Washington, D.C. 20515

The hobbyists of America well deserve protection against fraudulent practices. To those pessimists who fear that leisure is one of the greatest problems of the future, I give one answer, "Look to the hobbyists!"

It is therefore urgent that the House Interstate and Foreign Commerce Committee respond in the near future to the nationwide appeals on the part of individual collectors, hobby associations and trade journals for protection against deceptive sales practices. ■

Hobby clubs . . .

(continued from page 7)

Activity	% of companies which offer it
Drawing	13
Painting	23
Sculpture	5
Crafts	7
Hobby Show	14
Stamp & Coin Collecting	51

Edward A. Daly, Executive Secretary of the City Bank Club of First National City Bank, New York, points out that employees who have been active stamp and coin collectors during their working years generally pursue the hobby after retirement. The City Bank Club, in its 68th year, offers life-time membership to retirees. Dues for employees are \$1 a year. Each activity has a chairman.

Celebrating its 75th anniversary is the Pioneer Club of the New York Telephone Company. Its members—20,000 of them in the Metropolitan area—have been with the company for 21 years or more. Seven thousand are retirees. All but one of the 30 activities offered are free, and that one is Gregg shorthand for which employees are required to purchase a book.

Classes in sewing and dressmaking are offered to retirees during the day, points out Victor Schackla, staff assistant. Mr. Schackla directs all activities except travel, which is handled directly by a 12-man department. Mr. Schackla appoints instructors, which he usually hires through recommendations or word-of-mouth, attends to paying the bills and handled the publicity. Activities, open to all employees as well as Pioneers, include ceramics, crocheting, knitting and sewing, woodwork, auto mechanics, beauty courses, photography, oil painting, dancing, all sports (2,200 participate in softball, 600 in basketball) and languages.

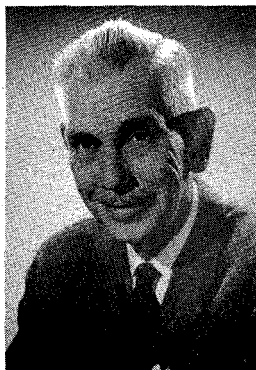
Metropolitan Life Insurance Company, New York, introduced its hobby program 20 years ago. It exists in addition to various employee social and recreational organizations, such as the Camera, Stamp, Players and

Athletic Clubs. Convinced of the value of soon-to-retire employees becoming involved with hobbies, Metropolitan's president had the program started in 1952. Oil painting, dressmaking and bookbinding have been offered since its inception, while approximately 55 to 60 other classes have been offered at various times throughout the 20-year-period. The company provides the space and some equipment for the classes, while the employees pay for instruction and individual supplies. Dressmaking classes, are held at a nearby sewing center of The Singer Company, Inc.

Setting up a hobby club

A complete "Guide to Setting Up a Hobby Club in Your Company" is available from the Program Services Department, National Industrial Recreation Association, Suite 234, 20 North Wacker Drive, Chicago, Ill. 60606. It gives details on structure, selecting subjects, selecting instructors, promotion, registration, when and where to hold classes, how to set up an annual show and other information. ■

Ed Meith is Chairman for '73 Conference



Edward V. Meith, CIRA

Edward V. Meith, Department Head, Employee Activities, Eli Lilly & Co., Indianapolis, has been elected Chairman for the 1973 NIRA National Conference and Exhibit, to be held in that city in May. Meith was chosen by the Indianapolis Committee at a late October meeting.

FREE Tandy Leather Catalog

"The new Leathercraft catalog featuring more kits and leathercraft supplies than ever before!"



The greatest catalog Tandy has ever published. 96 pages jam-packed with everything you could possibly need to start and finish any leathercraft project.

Dozens of new projects plus all your old favorites, some with a new twist.

Includes addresses for over 180 Tandy stores nationwide where you can shop in person . . . or mail your order.



TANDY LEATHER CO.
1001 Foch, Dept. HS
Fort Worth, Texas 76107

LEATHER COMPANY
A TANDY CORPORATION COMPANY

Yes! Please send your big new leathercraft catalog. I understand it features more kits and supplies than ever before!

Name _____

Address _____

City _____ State _____ Zip _____

new products



1 Wind chill chart

Just published for the protection of winter sports enthusiasts and those whose livelihoods require being outdoors is a tri-colored, silk-screened wind chill chart. The easy-to-read, 8-1/2 by 11 inch vinyl press-on will adhere to wood, glass, metal, plastic or paper.

Snowmobilers, skiers, skaters, hunters, ice boaters, ice fisherman hikers and farmers are exposed to the rigors of cold and wind, yet often overlook the wind chill hazard for their faces, ears, hands and feet.

This chart ranges from Fahrenheit temperatures of minus 45 to 35 above and wind speeds up to 50 miles per hour.

2 Camper bumper step

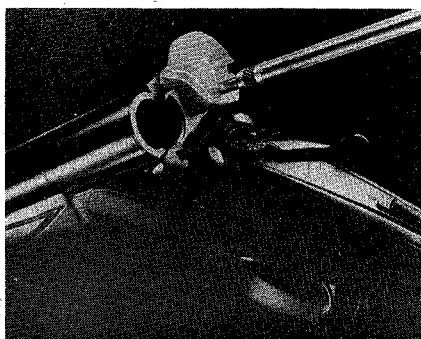
This accessory permits camper owners to take giant strides into and out of the camper. Principle advantages of the

bumper step include the fact that you can hitch your trailer without removing the bumper step. Just fold upwards and the hitch becomes fully exposed.

The bumper step has a non slip surface and fits all models, including the '73's. Complete installation hardware included.

3 Automatic dialer

This unit works on both home and business telephones. You install it yourself, programming up to 38 names with a special pencil supplied with each unit.



4 Gun cleaning patches

These patches remove residue from barrels that traditional cotton flannel leaves behind.

The new spunbonded polyester patch material is composed of continuous filament fibers bonded together. These tiny loops and coils provide superior scrubbing action, the ability to entrap and hold dirt particles and leave no lint.

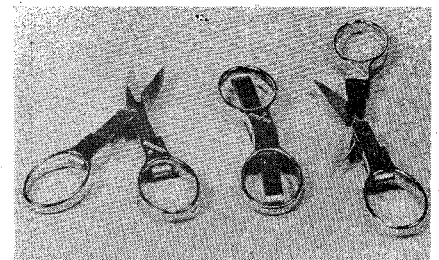
Solvents and oils are not absorbed into the material but are held in the latticework for dispersal throughout the bore.

5 Indestructible flashlight

Constructed out of aircraft aluminum, this flashlight is capable of withstanding a pressure range of 9,300 to 15,700 lbs. per square inch. It is effective for firefighting and industrial use, and is backed by a lifetime guarantee.

The flashlight has a replaceable switch assembly, stainless steel slide, non-corrosive stainless steel backspring, chrome reflector and a serialized number for your protection.

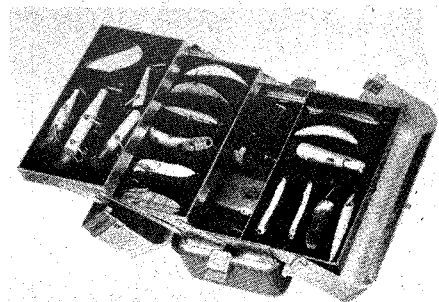
Due to the aluminum construction, the light is anti-magnetic, especially important to boating enthusiasts.



6 New, safe folding scissors

Unlike conventional scissors, these offer go-anywhere convenience and protection from accidental injuries. "Mini-Snips" open easily: just pull the handles apart and fold into cutting position. To close, fold the blades back into the safety slots in the handles and push together. It's easy, safe and convenient.

Ideal for sportsmen, hobbyists and travellers, the scissors have surgical stainless steel blades and are fully guaranteed.



7 Large lure tackle boxes

This complete line is designed especially for fishermen who go after musky, coho and all types of saltwater game fish. Each box features giant-size lure com-

partments with additional room to store large reels. All have saltwater-resistant cases and hardware and plastic bait-proof tray liners.



8 Lightweight for ladies

Styled as an outdoor lightweight, this new boot is beautifully made from light brown leather and features a rugged, no-slip lug sole and heel.

The water-repellant, eight-inch boot is ideal for upland game hunting or other rugged field wear. Additional features include a moc toe, pull strap, full leather lining and cushion insole.

image suspended in mid-air beyond or in front of the viewer. You can actually look over and around objects in the picture foreground to see other objects behind them.

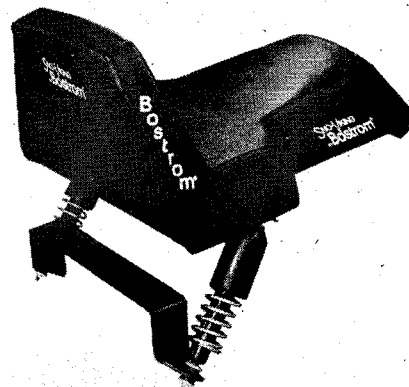
This complete set includes three holographic pictures, a viewer, a booklet on holography and a safe monochromatic light source.

10 Winter trailer aid

Now it is possible for recreational vehicle enthusiasts to enjoy year-round trailering. Whether on the road or at a trailer stand, they no longer have to worry about water lines freezing, even in wind chill temperatures as low as minus 70 degrees!

This product is an electrically heated tape backed by an insulating blanket. To protect any water pipe from freezing while "on the road", you simply wrap the tape around it so that the edges of the thermal blanket are firmly butted together. The tape is designed to operate from a 12-volt source, so it works right off your battery.

The hose also operates on 1115V AC and has a built-in thermostat that automatically actuates the heating element whenever the temperature drops below 40 degrees.

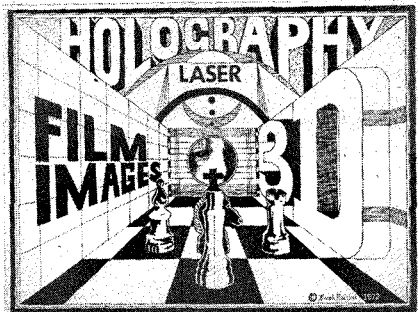


11 Weight-matched snowmobile seat

This snowmobile seat is now available with spring and shock absorbers to match the weight of the rider. Three ranges are available: 75 to 125 pounds, 126 to 180 pounds and 181 pounds and over.

By choosing the proper weight-matched seat, the snowmobiler is assured a more comfortable ride.

The seat's specially designed shock absorber and spring system is mounted between the seat cushion and the snowmobile frame, isolating the snowmobiler from irritating jolts associated with rough terrain. Other features are controlled density padding and seat covers of special cold weather vinyl.



9 Laser toy

"Live" television and "visits" from friends thousands of miles away may be an outgrowth of a Nobel Prize-winning technique used in an amazing new scientific "toy". This technique, called Laser Holography, may be the forerunner of true 3-D movies and television.

Referred to by some as the freezing of light waves, holograms are eerie three-dimensional windows made by laser light. Unlike conventional photographs, a hologram's subject appears as a ghostly

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Clubs you may never have considered

FLYING CLUBS are spreading rapidly beyond those at aircraft manufacturers. Members and instructors insist the hazards are few and that taking to the air is easy to learn and inexpensive to practice. Many clubs just formed have asked local flying instructors to serve as their link to the world of aviation. Aircraft can be leased on a group basis, at surprisingly low rates. The ability to fly has been referred to as "the most rewarding" of skills. More and more employee groups are finding this to be true.

CHRISTIAN INTEREST groups for all ages are being revived lately. Goodyears Men for Christ Club (all faiths) meets in the Theatre in Goodyear Hall and plans charity drives and other activities. Some other groups have direct connections to churches, but many are non-sectarian. These clubs need little supervision or subsidy from the overall association.

The **WOLF HUNTING CLUB** at Texas Instruments started in 1967. These predator hunters have developed a highly specialized interest into a formal club of 100 members with five scheduled hunts in 1971, the largest drawing 85 entrants. Since it has strict rules and an excellent reputation, it receives far more invitations from ranchers and the U.S. Dept. of Agriculture than it can possibly hunt. Its principal capital investment is in electronic predator callers. Members have great sport while utilizing their expertise to perform a public service and generate good publicity for the club, association and company.

EVERYTHING'S COMING UP ROSES at Kodak. Since 1951, their Rose and Garden Club has met to discuss gardening problems and production. About 100 individuals meet monthly to hear experts from the area discuss insecticides, soils or grafting, for example. Other activities include a picnic; tours of Rochester homes and gardens; one-day or weekend trips to distant gardens and greenhouses; and an all-Kodak Rose Show. Any Kodak employee can enter roses for judging in several categories, and a photo contest of roses submitted yearly draws almost 1000 entries.

LANGUAGE SOCIETIES need practical projects to hold member interest. 3M's group of more than 800 is continually discovering new ways to use the skills of its members. The club is 3M's largest, devoting most of its time to teaching nine languages with 60 volunteer teachers. Peripheral activities include interpreter and translation services, aid in the orientation of personnel for overseas assignments and hosting overseas visitors. Last January, the club hosted 32 visiting foreign diplomats (17 of whom were guests in Language Society homes) and the World Press Institute in October.

25 YEAR CLUBS are popular, whether directed at retirees or current employees. One of the largest we know of (800 members) was formed in 1938 at Owens-Corning Fiberglas. They meet once a month, sometimes hold special events (family night, Christmas dinner, retiree night) and even go as a group to the funeral home when one of the club dies.

NEXT MONTH IN R/M:

Big facilities issue—construction and planning.
New clubhouses, golf courses, a rodeo in Connecticut.
PLUS . . . indoor tennis, synthetic turf, master plans.



Play Better Golf. John Jacobs, the pro who coached the British Walker Club team to victory over the Americans in 1971, has written this 96-page paperback for the average golfer. Jacobs' objective is to turn every reader into a consistent low eighties player, by means of illustrated techniques and problem-solving. \$1.45. Arco Publishing Co., 219 Park Avenue South, New York City. 10003.

Bicycling. One of the co-authors of this compact guide is Keith Kingbay, the humorous and inspiring panelist at June's national conference in Oakland. His love of the sport comes through in the book's highly readable style, covering history, selecting and caring for a bike, rules and skills, where to ride and a helpful bibliography of books, periodicals and organizations. Suitable for ages 12 and up. 120 pp. \$1.50. Golden Press. 850 Third Ave., N.Y.C. 10022.

A Law for Wildlife. This model state nongame and endangered species law was developed by the International Association and the Wildlife Society. Its purpose is to seek enabling legislation to manage our nongame wildlife on a state level. Free to readers on an individual mail request basis only. Dr. Kozicky, Director of Conservation, Winchester-Western Div., Olin, East Alton, Il. 62024.

Great Tennis Resorts of the World. Tennis groups on the go can decide which direction to travel by reading this 150-page paperback. Handy reference data on courts, fees, seasons, in 15 states and 15 countries. \$3.95. Feron's, 55 East 44th St., N.Y.C. 10017.

How to Be a Tour Director. A home study course offering "everything you need to know" about tour procedures and problems for air, rail, bus and cruises. The 11-lesson course includes quizzes, sample forms and photographs by the author, Dorothy Maher, an experienced international tour conductor. \$39.50. Maher Travel Publications, P.O. Box 9345, San Diego, Ca. 92109.

Denali 1972. The new hunting annual published by the National Rifle Association, features articles on wildlife and a current listing of North American guides, shooting preserves and other services. \$1.50. NRA, 1600 Rhode Island Ave., N.W., Washington, DC. 20036.

Outdoor Tips. 186 pp. illustrated with drawings and written by L.W. Johnson, Robert Elman and Jerry Gibbs. This is the fifth completely new book of the Remington Sportsmen's Library. Subject matter treated includes hunting, fishing, conservation, boating, camping, recreational vehicles and outdoor cooking. \$2.95. The Benjamin Company, Inc., 485 Madison Ave., N.Y.C. 10022.

Ideas for Swimming Pools. This full-color brochure shows design applications of ceramic materials for institutional pools. It contains photographs of more than twenty outstanding pool designs, including open air, indoor, recreational and therapeutic. Free. Amsterdam Corp., 41 E. 42nd Street, N.Y.C. 10017.

R. R. Donnelley . . .

(continued from page 2)

employee members plus their families participated in this program during 1971. The Children's Christmas Party is another large activity with over 2,000 employees, wives, husbands and children and Santa Claus participating.

A substantial portion of the L.P.E.A.'s impetus can be directly attributed to NIRA and its annual conference. Ideas and information gained at this conference have proven to be viable sparks which help keep the L.P.E.A.'s programs alive and well and changing. The L.P.E.A. has consistently been well represented at the conference and is satisfied with the results their delegates bring home.

The two biggest challenges facing the L.P.E.A. are (1) making sure that information about its many and diverse programs is communicated to the members and (2) being responsive enough to change programs as the desires of the employees change. These two challenges are and will continue to be met, primarily because of the relationship which exists between the Company and the L.P.E.A. As one of the L.P.E.A.'s past presidents put it, "The L.P.E.A. will long endure. I know that this is true because management and the employees are working together to make it happen." ■

Leathercraft . . .

(continued from page 24)

material there is and significantly as versatile. Its durability makes it all the more remarkable.

Seldom is a leather article discarded. Just as old furniture is treasured for its quality wood, leather is appreciated by craftsmen and novice alike. There is a magic in its touch, its authenticity.

Old worn leather bags, belts, vests and wallets collect in closets to be rediscovered from time to time, looked at, stroked. Seldom does a person hesitate, however, to discard a worn article of man-made materials.

Once exposed to the romance of working with leather, the craftsman rarely stops with the first creation. An interesting hobby, leathercraft frequently blossoms into a productive pasttime. Hobby and craft exhibits and sales are increasing in number across the country, and leathercraft plays an important role in their success.

A recent survey by the United States Department of Commerce reveals that, based on the number of people employed in specific fields, the leathercraft industry ranks twelfth in the nation.

Leathercraft as a hobby can be rewarding in the emotional and physical benefits to the proud craftsman. It can also lead to business opportunities. A craftsman can enter the vocational field on the industrial level or in a smaller way to become a custom designer. ■

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Chess clubs . . .

(continued from page 22)

competition between plants. Four-man teams are most popular in industrial chess, but this number might be adapted to your own needs. Competition might be available with teams from other companies or from chess clubs outside of industry. Should you be in an area with many industrial firms, it might be possible to set up an industrial chess league.

Postal chess matches

Yet competition is not limited to personal, over-the-board confrontation. Chess can be played by mail or phone, as mentioned above. Postal chess matches might be arranged if there is no nearby opposition. Opponents might be located through the Industrial Chess column in Chess Life & Review, the magazine of the United States Chess Federation.

The possibilities of chess as an employee recreational activity are many and varied. Chess is enjoyable on any level. Those who have just learned the game like to play with others who have just started, and get as much pleasure as do the skilled players when they play each other. Similarly, a chess group can enjoy anything from simple play up to sophisticated tournaments. It is just this flexibility, coupled with the modest expense involved, that makes chess such an excellent addition to recreation programs. ■

The author organized and was the first president of the McGraw-Hill Chess Club; for the past fifteen years he has been president of the largest industrial chess league in the United States, the Commercial Chess League of New York. He has for the past five years been Chairman of Industrial Chess for the United States Chess Federation.

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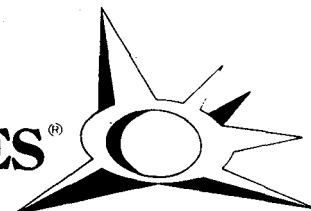
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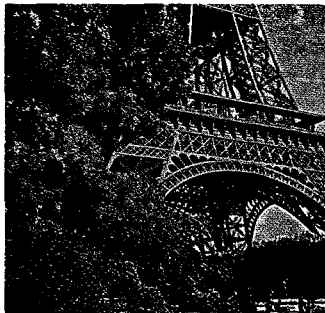
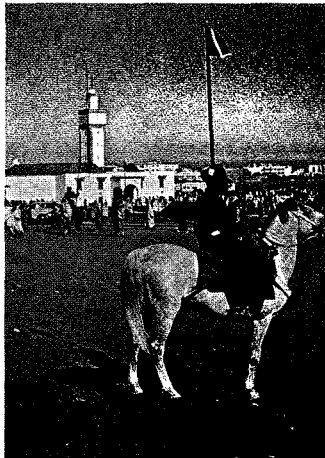
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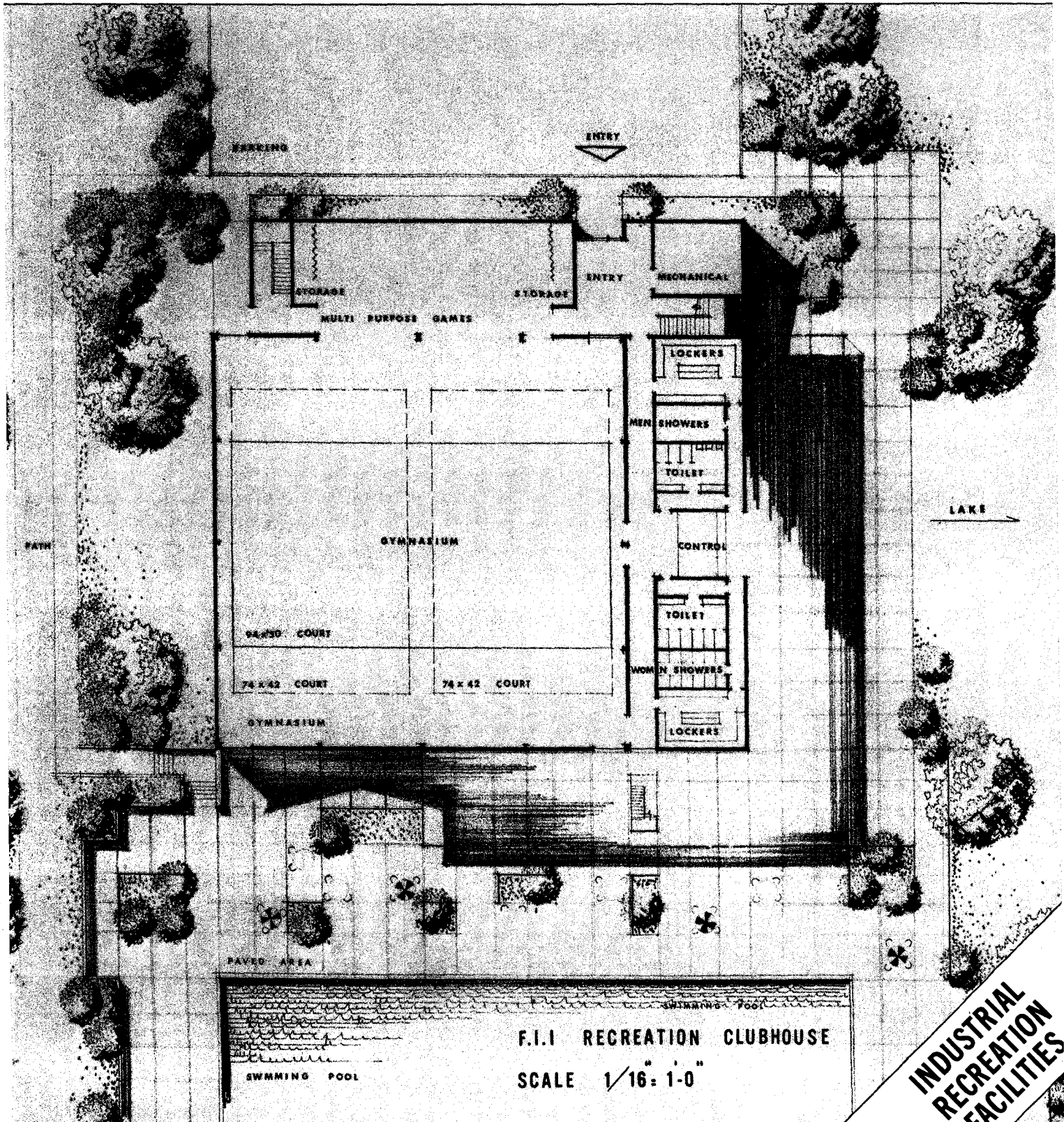
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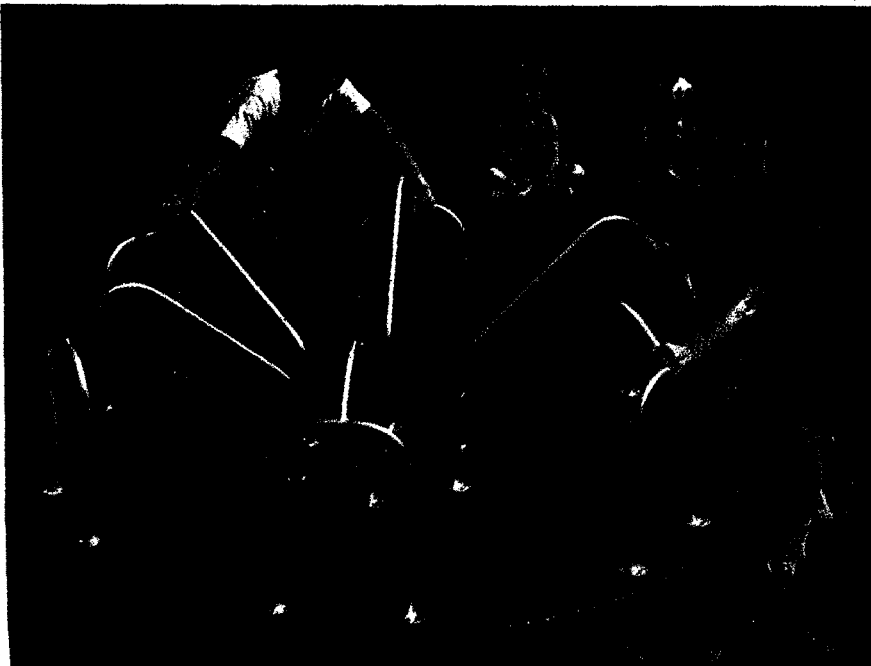
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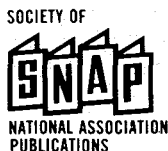
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Editor's Note

As more and more employee associations outgrow the facilities their community or plant can provide, they find that expanded and more diverse facilities solely for their own activities become essential. Some clubs totally personalize these areas, building with company-supplied materials and land and their own ideas and labor.

Our cover feature, found on pages 12 through 14, tells the Fiber Industries story: how their recreation activity needs resulted in over a quarter of a million dollars worth of clubhouse construction. A similar project, built for and by Goodyear's Hunting and Fishing Club, is described on pages 20 and 21.

Elsewhere in the issue, we provide some answers to the following questions:

What can we do to keep our tennis and golf groups active in the cold winter

months?

What are the pros and cons of synthetic turf, of portable sanitation systems?

How do we go about creating a major facilities complex, beginning with the master plan itself?

Where are there guidelines for safety in our playground equipment?

It always seems you could use more room, an easier method of maintenance or—on a larger scale—one central place for all the activities of your employee association. We've used this issue to try to supply the latest in news and ideas in recreation facilities. It's never too early to put your group's plans and dreams into action.

Kathie Kull

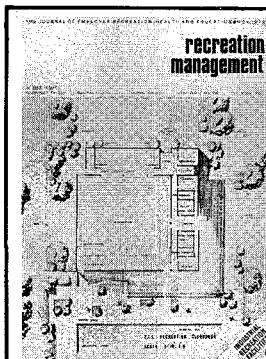
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About The Cover

This month's cover illustration was supplied by Fiber Industries, Inc., Salisbury, North Carolina. It shows their main clubhouse and surrounding landscaping, a focal structure in an overall 125-acre complex less than 500 feet from the plant. Photographs and the article begin on page 12.

SEPTEMBER ISSUE ERROR

An error has been noted in our September, 1972 issue, page 27.

Under the heading "Fee for Exam", column entries should read as follows: CIRA—\$10, refundable if applicant is not accepted; CDP—\$50 initially, \$30 for a retake; AAE—First retake is free, second is \$25; \$75 fee for filing the written exam.

Our apologies to the CIRA committee and all readers.—Editor.

THE NEW CHALLENGE FOR RECREATION MANAGEMENT

Industrial recreation and the people running these programs have done an excellent job in the areas of recreation and recreation education. But now there is a new challenge; one of life and death importance.

All employees—especially your executives whose jobs don't involve manual activity or exercise, need a good exercise program.

Very few employees will earn 5 points per day regularly at any company facility. Therefore, if your job is to administer to the total health of employees, you should start looking for the best "at home" program you can recommend.

Diseases of Heart and Blood Vessels 1,048,313

Cancer 318,547

Pneumonia & Flu
73,492

Diabetes
38,352

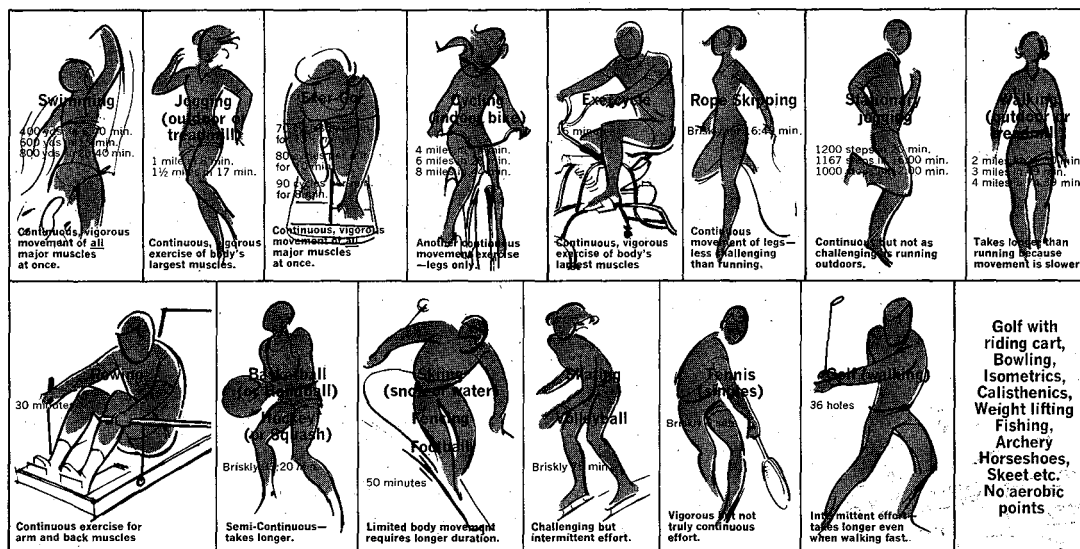
**Leading causes
of death
due to illness
and disease
in the U.S.: 1968**

Almost 60% of all deaths are from heart attacks and other cardiovascular ailments. More than a million men and women die each year from heart disease. 27,000,000 suffer from some form of cardiovascular illness. 21,000,000 have high blood pressure. And nearly half of those who die from high blood pressure are women! The most common cause of cardiovascular failure? Lack of fitness due to insufficient exercise. An extensive study of medical research concluded: "One and only one factor correlated with the incidence of heart disease—lack of physical exercise, indicating that exercise was the master key to all the rest."

SOURCE: AMERICAN HEART ASSOCIATION

How to earn 5 fitness points a day—35 points a Week— with sports and exercises available to you now:

Note how many of the popular sports and exercises shown here produce muscular development and fatigue before they produce "aerobic improvement"—heart and lung development through continuous deep breathing and increased heart rate.



For complete information
to start your
"at home" health program
which you can share
with your employees,
write

HEALTH & EDUCATION SERVICES CORP.
7N015 York Road • Bensenville, Illinois 60106

☐ Please send me more information on the home Fitness Program.

Name _____
(please print)

Address _____

City _____ State _____ Zip _____

Texins Program Succeeds With Master Membership

Texas Instruments' recreation association has received its share of publicity—and deserved it. There was the September 3, 1971 *Life* magazine feature in a special issue on Americans at Play. After winning the United Savings—Helms Foundation award as best program among companies with over 10,000 employees last June, TI was profiled as one example of the boom in leisure in general, and industrial recreation in particular, in the Dallas area. That article appeared in *Dallas* magazine for September.

The Texins Association has made great strides in the past few years to merit all this recognition. After the huge annual Christmas party in 1957, employees voted to put the \$8 per employee being spent on that one occasion into a recreational program.

The association grew steadily after that. "In 1965," says Clark Fishel, TA general manager, "we had 4,295 sustaining members, or 17.9 per cent of the work force; now we have 10,219, or 55 per cent."

The Texins staff has achieved this added participation, and overcome matching program expense, through the institution of a unique Master Membership Plan.

It began when the association set itself a goal of broadening participation and becoming self-supporting.

Industry economic conditions had forced the

parent Company to reduce financial support to the program by \$19,000 in 1969 and \$16,000 in 1971. The result—company support of only \$7.04 per person—was the lowest for any known facilities-based recreation association.

The Association countered with (1) a yield income program marketing products and services, which netted \$36.7K. and (2) the Master Membership Plan, entitling group membership in all clubs and leagues at once for \$25, netting \$34,612.

The end result was that the Association preserved facilities, staff and services, increased paid memberships, invested \$31,066 in facilities expansion and increased its reserve by \$5,088 in 1971.

Details of Master Membership

Employees in the past had joined clubs and leagues individually at rates ranging from \$2 to \$25, totaling some \$135 for anyone joining all.

"We established a bulk rate of \$25 (and utilized payroll deduction) for joining all activities, if desired," says Fishel. "We promoted this 'Country Club Concept' heavily through a payroll envelope stuffer (see illustration), posters on 105 bulletin boards, a page in each monthly company newspaper, special issues of this paper, direct mail

(continued on page 33)

Cut Your Recreational Costs with Painless Payroll Deduction !

OPTIONS	JAN-FEB-MAR	APR-MAY-JUN	JUL-AUG-SEP	OCT-NOV-DEC
AUTOMATIC MEMBERSHIP	FREE	FREE	FREE	FREE
ACTIVITIES CENTER MEMBERSHIP	\$5.00	NO REDUCTIONS WHEN JOINING DURING THE YEAR		
INDIVIDUAL MEMBERSHIP	\$ CHARGED BY INDIVIDUAL CLUBS JOINED	NO REDUCTION DURING YEAR WHEN JOINING. EXCEPTIONS: ARCHERY, GEM, MINERAL & ARTIFACTS, & ROD & GUN CLUBS		
MASTER MEMBERSHIP (\$25 YEAR)	\$25.00 BY CASH OR PAYROLL DEDUCTION	\$20.00 BY CASH OR PAYROLL DEDUCTION	\$15.00 BY CASH OR PAYROLL DEDUCTION	\$10.00 BY CASH OR PAYROLL DEDUCTION

Every Tler wishing to become a Master Member of Texins Association — with full "Country Club" privileges — can now do so under the Painless Payroll Deduction method. She or he can fill out their Membership Application so as to deduct from their paycheck the entire \$25 at one time or any amount they desire down to \$1.50 per pay period . . . just like Savings Bonds or United Fund.

In any event, the final deduction for the year must end by the middle pay period in November, to allow for makeup due to Vacation or Leave of Absence. In case of Transfer or Termination, the Tler is eligible to use TA facilities for the period he or she has paid up.

Please call Extension 3777 if you have any questions.

enroll at activities center or your building's texins ticket girl



texins association



Tourism is New York's Second Largest Industry

Lost? Tired? Hungry? Need entertainment? Whatever your problem as a visitor to New York, the city's Convention and Visitors Bureau can help solve it—free of charge.

The New York Convention and Visitors Bureau is a nonprofit civic organization supported by voluntary subscription of 1,400 New York City businesses—including hotels, restaurants, retail stores, banks and transportation companies. Its purpose is to sell New York City as a convention and vacation site.

The Bureau was formed in 1934 as a department of the Merchants Assn. of New York City, and in 1945 became a private corporation.

The "New York is a Summer Festival" program, which has garnered world-wide acclaim and much publicity, was initiated by the Bureau in 1954. The Festival has been so successful that a presidential committee has recommended that a national program to promote travel be patterned after the New York City promotion.

Tourism is the second-largest income-producing industry in New York City (second only to the fashion-garment industry). More people visit New York than any other city in the world. In 1971, 16,000,000, including 810 conventions with 1,651,000 delegates, spent \$1,250,000 there.

Services of the Bureau include a multilingual Visitors Information Center, open every day of the year, 9 a.m. to 6 p.m. Available without charge are a New York City guide and map (available in eight languages), guides listing hotels and restaurants (both with prices), a seasonal Calendar of Events folder and other sightseeing aids.

Special services provided: Need a baby sitter? A car and / or chauffeur? Professional shopper? Caterer? Tours arranged? Just ask the Information Center for names of reputable agencies.

Tickets to TV shows and cards that can be exchanged at theatre box offices (both on and off-Broadway) for tickets at discount prices are available on a day-to-day, first-come, first-served basis.

Conventions and meetings: if your group or club is planning to meet in New York, write the Bureau's convention department. Its staff members are experts in recommending times, places and facilities for your meeting.

Ms. Eileen Roddick-Roberts is the Bureau's dynamic Special Services Supervisor and its NIRA representative. Contact her or any of her staff at the New York Convention and Visitors Bureau, 90 East 42nd Street, New York City, N. Y. 10017. Or call (212) 687-1300. ■

World Airways: "Perfection/Not Correction"

Formed nearly 25 years ago, World Airways has grown to become the world's largest charter airline. World has operating authority to fly almost anywhere—Europe, the Orient, South America, the Caribbean—and last year flew more than 400,000 passengers to those destinations. From the beginning, their philosophy has been to offer only quality service; its Company-wide motto is "Perfection / Not Correction".

More than 50 of the nation's largest companies

have retained World's charter services, among them Admiral, Sylvania, General Electric, Olivetti Underwood, various divisions of Chrysler, Ford and General Motors, Norge, RCA-Victor, Mutual of Omaha and Westinghouse.

The National Safety Council has recognized World's outstanding safety achievements with top awards in ten separate years. World earned the coveted Zero Defects Award—the first airline to achieve it—for performance in its contract operations with the Air Force.

In the past ten years, World has flown hundreds of charter groups millions of miles. What did these organizations do to get their highly successful programs into the skies? World Airways recently asked that same question of the charter chairmen of 1,000 such organizations.

Their answers were combined with World's own expertise to produce "How Your Organization Can Have a Successful Group Charter Program".

In the package are pre-planning questionnaires to determine membership interest, announcement and follow-up letters, publicity texts and final flight instructions. The kits tell when and how to have informational meetings, where to get speakers and films and all about waiting lists, partial plane loads and cancellations.

World Travel Kits are available without cost from any World sales office or the Charter Service Dept., World Airways, Inc., International Airport, Oakland, Ca. 94614. ■





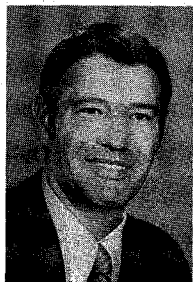
nira news

Keeler to head council

W. W. Keeler, NIRA's "Employer of the Year" and chairman and chief executive officer of Phillips Petroleum Co., has been named by President Nixon to be chairman of the Advisory Council for Minority Enterprise.

The council was established in 1969 to advise the Secretary of Commerce on developments in the public and private sector affecting the growth of minority enterprise. It is also designed to aid in the coordination of federal, state and local efforts to strengthen minority business.

New supervisor at Tennessee Eastman



D. Peden Templeton, Jr. has been appointed supervisor of Tennessee Eastman Company's Recreation Department, succeeding William P. Tilley, Jr.

Templeton attended Georgia Institute of Technology, where he earned a B.S. degree in industrial engineering and played varsity football and basketball. He was an industrial engineer at Tennessee Eastman before his appointment.

Ski trips announced

The McDonnell Douglas Ski Club (St. Louis) has announced projected 1972-73 season trips. They are:

Vail, Co.—Thanksgiving weekend, November 22-26.

Aspen, Co.—January 12-21.

Lake Tahoe—February 23-March 4.

Wisconsin's Rib Mountain—January 5-7.

Alpine—January 26-28.

Devil's Head—February 9-11.

Michigan's Schuss Mountain—March 9-11.

Breckenridge, Co.—March 30-April 3.

Indoor tennis at Johnson Wax

The JMBA indoor tennis season has just opened at Johnson Wax. Courts have been reserved at the North Shore Club for Johnson men on Saturday mornings from 8:30 to 10, 10 to 11:30 and 11:30 to 1 p.m. (all doubles play).

Women's court time will be from 7 to 8:30 p.m. (all doubles play).

The above times are in effect through the first week in May. Cost is \$2.00 per person for each 90 minutes of play.

Industry helping industry to grow

Organizing an employee recreation program can be a challenge and a risk. At any rate, it cannot be accomplished without the advice and experiences of those who have successful programs already in existence.

On October 9th, personnel from R. R. Donnelley & Sons, Co., Continental Illinois National Bank and Trust Co. and the NIRA national office met with those at the Burns Harbor, Indiana plant of Bethlehem Steel. Object: to counsel and offer viewpoints aimed at starting recreation programming.

Bethlehem Steel, the second-largest steel producer in the

world, employs about 6,200 at its Burns Harbor plant. Up until now, according to Production Supervisor Jim Loy, sports and other activities were "going every which-way, without organization".

Loy says it will be only a month or two before the plant's charter and constitution are approved by management; then the club will join NIRA formally.

Also representing the Burns Harbor plant were the following: Ed Painter, Production Supervisor; Jerry Gea and Don Spang, Industrial Relations assistants; and Carl Griffin, Head of Industrial Relations.

Ken Williams, Supervisor of Employee Services at Donnelley, Marjorie Keane, Employee Activities Administrator at Continental Bank and Michael Fryer, NIRA Executive Director, brought the experience and advice to the plant in a three-hour session.

"We expected to learn several things from the meeting," Loy said. "We needed the basic ideas of organization, structure and public relations for getting the program across to the employees for the best involvement. We thought: 'We've got the activities and enthusiasm—now what do we do with them?'"

Loy called the meeting "very enlightening", a viewpoint echoed by Williams, Keane and Fryer.

"We gave them an outline for their program, then some specifics on how ours work," Williams said.

"It was a learning experience for all of us," said Ms. Keane.

Executive Director Fryer listed some of the discussion highlights:

- Management philosophy towards recreation programs.
- Employee attitudes and needs.
- Policies to establish to successfully operate the program.
- How programs are started.
- How programs are supported.
- How programs are organized and administered.
- Descriptions of specific programming.
- How to sell the program to employees.

Loy admitted his fellow recreation planners at Bethlehem had been "blind to many aspects." He said the Burns Harbor Plant Employee Recreational Association may go corporation-wide if management sees the local program as a success.

Discover Morocco— Gateway to the Desert

Travel Spotlight

Anyone who has seen south Morocco always returns with unforgettable memories. Some call it the most beautiful country on earth; others marvel at its fascination and haunting enchantment.

Marrakesh is the gateway to the desert, the starting place for trips to exotic-named places like Tafilalet, the road to the Kasbahs and the Souss.

Morocco is a world of contrasts, modern life surging side by side with the Middle Ages. Visiting Tangier, one takes a giant step back through the centuries, into a world of great warmth and simplicity. In this country, the past with all its customs and mysteries is alive and stimulating.

Tourism on the rise

Arabic is the national language, although French, Spanish and other main foreign languages are widely spoken. Residents of the United States need a passport, but no visa, to enter Morocco. Visitors from the U.S. now account for 23 per cent of all arrivals.

Morocco enjoys an ideal climate with sunshine all year (over 300 days, in fact) and cool breezes from the Atlantic and Mediterranean to freshen the summers.

The main Moroccan activity is agriculture. Crops include citrus fruit, early vegetables, cereals, wines, cotton and tobacco. Stock raising, fishing and fertilizers are also large industries. Mining is widespread and metallurgical and chemical industries are developing.

There are 300 tourist hotels in Morocco with a wide variety of prices, comparable to those in Europe, in one to five-star categories. First class and family hotels can be found in all the main tourist centers. Some are world-famous, with traditional Arab palace decor and all the modern conveniences.

There is a wide choice of Moroccan food specialties, such

as couscous (steamed chicken, lamb and vegetables with semolina), mechoui (whole-roasted lamb), pastilla (flakey pastry pie with pigeons and almonds), merguez (spicy sausages grilled on charcoal and tajines (fish or meat and vegetables stewed in an earthenware dish). Unique pastries and cakes and mint tea are served anytime, anywhere. All other European cuisine can be found, too.

Moroccan handicrafts are like treasures from the past. There are carpets from Rabat, Chichaoua or Ouarzazate, world-famous Moroccan leather goods, embroidery from Fez, pottery from Safi or Fez, engraved guns, swords and silver jewelry.

Morocco has the best roads in Africa with 4,600 miles of highways and 14,000 miles of motor trails. Fuel supplies and repairs are no problem. Most of your sightseeing out of the cities will likely be by private car, which is easily arranged through any of the international rental car firms based in the main towns.

Marrakesh will be a perfect

home base for your explorations. Marrakesh, the city "whose russet ramparts are set aflame at sunset", is spread out in the middle of one of the largest palm groves in southern Morocco. The setting is truly unforgettable, with the Atlas mountains as backdrop and cool verdant valleys for nearby retreat.

Pearl of the South

Founded at the end of the 11th century by the Almoravids, Marrakesh is the second oldest imperial city and known as "The Pearl of the South". The monuments to be seen there today are the work of the Almohads and Saadians. The former gave it the Koutoubia mosque with its famous minaret and the Ben Youssef merersa with its mosaics, marbles and carved woodwork. The memory of the latter is perpetuated in the extraordinarily beautiful Saadian Tombs which shelter the remains of rulers of the Saadian dynasty.

(continued on page 38)



news in brief

Unhappy young workers

One third of all the young people in the 18 to 29 age bracket who work in this country don't like their jobs.

According to pollster George Gallup Jr., at least 70 per cent of our young workers believe they are not producing at full capacity, that much of their work is not meaningful, that they are dissatisfied with the five-day work week and that they don't enjoy life in urban, industrial areas.

Due to these factors, many of them admit they loaf on jobs which provide them with money but no personal satisfaction.

Conference on outdoors

Delegates from more than fifty national organizations and invited guests will take part in the Third National American Outdoorsman Conference. Scheduled for February 18 through 22, 1973 in Clearwater Beach, Florida, the conference will feature nationally prominent speakers representing government, conservation and industry.

Water pollution increasing

The U.S. appears to be making some progress in air pollution abatement, but water quality continues to decline, the Wildlife Management Institute reports.

In its third annual report just released, the Council on Environmental Quality (CEQ) presented data which showed that air quality in urban areas has improved in recent years.

Pollution of the nation's streams, rivers, lakes and estuaries continues to increase. CEQ reports that "land runoff from farms and urban land, as

opposed to discharges from cities and factories, has a much greater impact on water pollution than we realized." More attention must be given land runoff, the report states, such as that from nutrients, fertilizers, pesticides and organic materials.

Senior citizens valuable

The need to develop the leisure-time potential of older Americans has never been greater—not only for their own sakes—but for the good of society at large, a University of Southern California authority on aging has said.

"Senior adults constitute one of our nation's greatest resources," Mrs. Virginia Boyack said in an address to a meeting of the National Recreation and Park Association.

"If life for the aging in this country is to have depth as well as length," she said, "and if it is

to possess meaning, significance and vitality, social science must match the efforts of medical science. And both must help the community to enrich the lives of our older population.

"One of the ways this can be accomplished is by providing opportunities for the development of leisure interests, wherein the latent talents of these older people will be channeled into constructive activities which challenge their abilities."

Mrs. Boyack suggested that recreation professionals are among those who can take a leading role in these tasks in their community.

"Do we as recreation professionals forget that we ourselves are resources? Who better could teach 'self-fulfillment through leisure' than you who are committed to such a task for society?"

"You," she added, "are the catalysts for each individual with whom you associate."

Camping briefs

The Family Camping Federation reports the West as the single-most desired place in the United States for camping families to visit. Their average trip lasts over 15 days and covers 2,600 miles. Camping is more and more a family affair. The average camping party today consists of 4.1 people.

The irresistible outdoors

Americans are participating in outdoor sports and activities as never before. These figures for 1970, taken from the monthly review of the Federal Reserve Bank of Kansas City, show the trend:

	Millions of Participants	Millions of Days Spent	Increase Since 1960 in Days Spent (%)
Swimming	80	1,300	93
Outdoor games and sports	68	1,200	153
Sightseeing	80	520	81
Picnicking	91	510	83
Bicycling	25	510	124
Fishing	48	350	35
Attending outdoor sports	48	280	63
Boating	38	260	64
Nature walks	22	150	53
Camping	18	130	117
Horseback riding	13	85	55
Water skiing	10	70	79
Hiking	12	60	76
Attending outdoor concerts or plays	18	56	107

Need Information?

RECREATION MANAGEMENT will be glad to help; Just complete the card below and mail. Here's your minute-quick opportunity to get the full information you want — without having to go to the trouble of writing, calling or searching for the sources.

Building a new clubhouse? Planning new game courts or a gym? Looking for an architect or landscape designer? Thinking of installing synthetic turf, computerized indoor golfing? Buying for a playground? Investigating outdoor sanitation systems?

You Name It ...

R/M will see that you get full information.

TO: RECREATION MANAGEMENT, 20 North Wacker Drive, Chicago, Illinois 60606.
ATTN.: Michael C. Luckenbach.

Rush full information on the following:

Your Name (Print) _____ Title _____
Firm/Organization _____ Phone _____
Address _____
City _____ State _____ Zip _____

READER SERVICE CARD

**For full information on products
and services advertised in this issue . . .**

Write in the boxes below the page number (and top or bottom if necessary) on which the advertisement appeared. Example:
p.4, p. 11, Cover II.

— TEAR OFF ALONG THIS LINE —

TO: RECREATION MANAGEMENT, 20 North Wacker Drive, Chicago, Illinois 60606.
ATTN.: Michael C. Luckenbach.

November, 1972

ATTN.: Reader Service Department

(print all information)

Your Name _____ Title _____
Name of Firm _____
Address _____
City _____ State _____
Zip _____ Telephone _____

Please send me more information on the following . . .

☐ I am in urgent need of this information . . . please rush!

This card expires January 15, 1973.

BUYER'S SERVICE

For full information on any product or service relating to recreation, complete the reverse side of the card below and mail. Categories: clothing, court equipment, furnishings, facility construction, maintenance, club architects, accessories, food service equipment, display racks, etc.

PLACE
STAMP
HERE

RECREATION MANAGEMENT

20 N. Wacker Drive, (Rm. 234)
Chicago, Ill. 60606

Attn.: Reader
Service Dept.

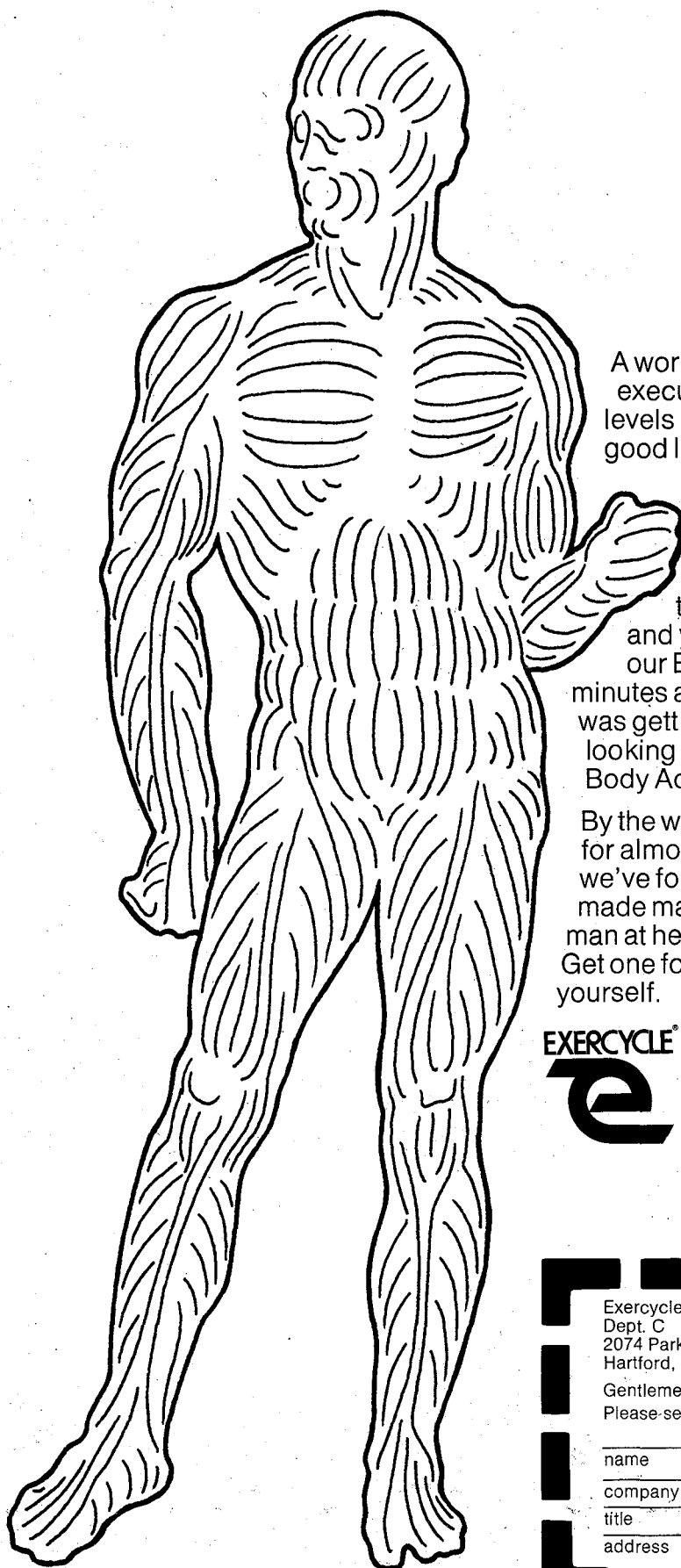
PLACE
STAMP
HERE

RECREATION MANAGEMENT

20 N. Wacker Drive, (Rm. 234)
Chicago, Ill. 60606

Attn.: Reader
Service Dept.

MACHINE-MADE MAN

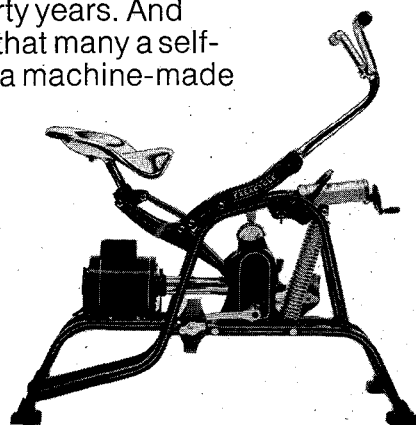


A word to the self-made man in the executive suite. Flab. It exists at all levels of the corporate structure. Take a good long look at your employees.

How do they look? Lean and hungry? Or complacently fat.

Maybe they're satisfied. But what they do with their spare time could kill you. Give yourself, and your people, an even break. Put our Exercycle in your gym. Just 15 minutes a day and that Veep you thought was getting too big for his britches will start looking like a new man. Exercycle's All Body Action® does it.

By the way, we've been making Exercycles for almost forty years. And we've found that many a self-made man is a machine-made man at heart. Get one for yourself.

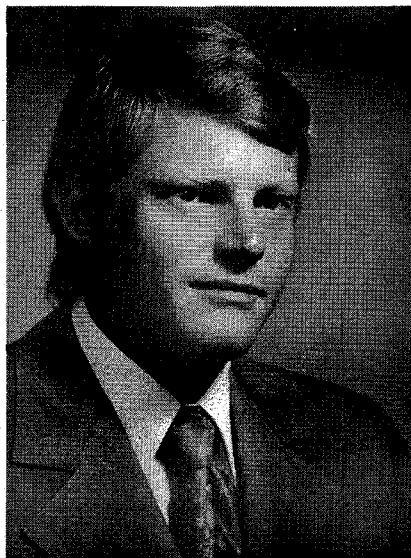


Exercycle Corporation
Dept. C
2074 Park Street
Hartford, Conn. 06106

Gentlemen:
Please send me more information about Exercycle:

name _____
company _____
title _____
address _____ state _____ zip _____

Planning Facilities for Recreation



By Anthony W. Kotz
Kotz and Schneider
Landscape Architects

As the demand for recreation and leisure time services continues its phenomenal growth, industrial recreation must assume a greater share of fulfilling this need. Competition for use of existing public and semi-public facilities will become keener, as municipalities and other agencies struggle to provide needed services. Large and small companies will find it necessary to expand or build facilities to serve the recreation programs of their own people.

Carefully planned, recreation facilities can be of great merit not only to company "image", or employer-community relations, but also as sound economic and environmental investments. The variety of programs and facilities is endless.

Consider the value to employees, their families and retirees of such diverse activities as: swimming, camping and nature study, tennis and platform tennis, baseball, golf, ice skating, picnicking, archery, snowmobiling and mini-biking, boating, fishing and gardening, as well as day care centers and the numerous indoor activities.

The decision to build recreation facilities is merely the

beginning of an important and challenging task. The success of such an endeavor depends upon proper planning and design and requires the combined efforts of the recreation professional, participant groups and a facility planner experienced in recreation design.

You are the catalyst

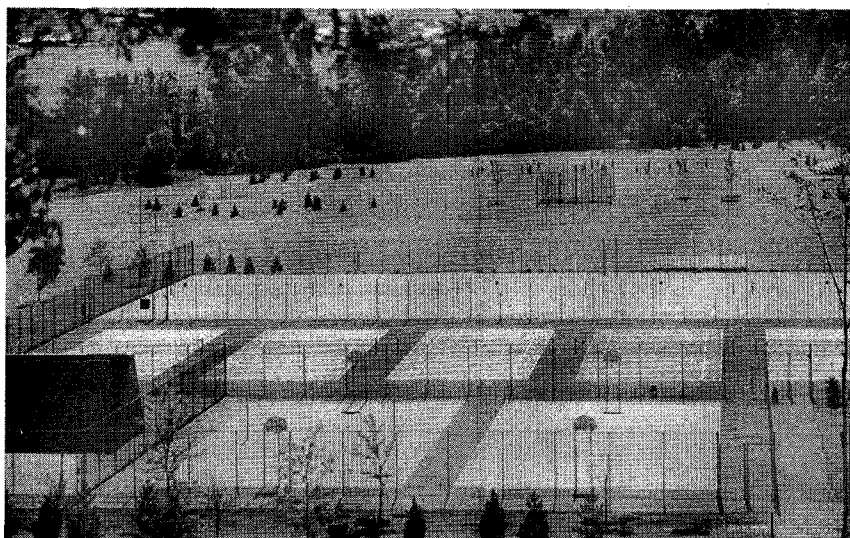
The recreation professional is the catalyst, bringing together and coordinating people with specific interests, knowledge or skills, guiding their inputs with his expertise. A task force of activity representatives can provide communication and user participation as well as a variety of ideas during the planning process. The facility planner brings these needs and ideas together, organizes them into useful and pleasant arrangements, then designs and prepares plans and specifications for construction.

The professional facility planner is usually a consultant experienced in the design of recreation facilities. The type of proposed facility will determine which of several design professionals will be his prime consultant. For a primarily outdoor facility, requiring the development of land, a land-

scape architect, or land planner, is needed. If, on the other hand, a building with little outdoor development is to be constructed, an architect would likely serve as the prime consultant. In either case, the prime consultant should enlist the services of related professionals for their specific expertise as needed. Such a "design team", in addition to architects and landscape architects, might include related engineering and science disciplines as needed.

The need for competent professional planning and design should be evident to all. However, one can find many examples of poorly used land, ill-functioning, inadequate or under-used facilities, unnecessarily high construction, maintenance and operating costs, lack of flexibility and expansion capacity and lack of aesthetic amenities resulting from inadequate application of the myriad of factors affecting planning, design and construction. How incongruous to scrimp on program and equipment budgets while squandering thousands of dollars in construction and operations through poor planning and design!

The first step in facility planning is the program of ac-



Design is important here, as well as in the Master Plan for 3M's Tartan Park Recreation Park (opposite page). The "design concept" here is to respect as much as possible the rolling terrain of the site. This is done by creating a series of

tivities to be served, types and quantities of facilities needed to serve the activities, availability of existing facilities, priorities and other requirements. This programming phase is an excellent opportunity to review and update activities, operations, costs and priorities as interests change. The planner as an objective "outside expert" can suggest many alternatives, multiple uses and other possibilities.

Armed with a program, the next step is to consider the land on which to build. A site may be available or a site may have to be selected and acquired. The land planner will now perform an essential service. He will analyze the available site or sites to determine suitability to program needs, considering all factors that will affect development.

Considerations

SIZE—Is the site large enough to accommodate all proposed facilities as well as future expansion?

SHAPE—Does the shape of the site allow solution of the basic requirements without undue or excessive circulation, utility lengths, etc.?

TOPOGRAPHY—Can the site accommodate the proposed uses without excessive excavation and grading, wasted land due to slopes, excessive drainage, etc. (Often a "flat" site is as difficult to develop as a "steep" site.)?

SOILS—Are soils suitable for supporting buildings and structures without excessive

foundation costs? Are they easily excavated, compacted and drained? Are they suitable for on-site sanitary disposal, if necessary?

DRAINAGE—Is there an adequate stream or storm sewer available to collect storm water runoff? If not, are other methods legally and financially feasible?

UTILITIES—Are water, gas, electricity and sanitary sewers readily available or can they be provided at reasonable cost?

OTHER NATURAL ELEMENTS—Vegetation, trees, surface water (ponds, lakes, streams), etc. will influence the form of development as well as its cost and attractiveness.

CHARACTER OF SURROUNDINGS—Is the site urban, suburban or rural? Are the views desirable or undesirable, likely to remain or change? Is the proposed use compatible with its surroundings?

ACCESS—Is the site readily accessible? Is transportation available?

ENVIRONMENTAL IMPACT—Will the development have a positive or negative impact on the site, surroundings and ecological balance?

These and other factors must be carefully considered before formulating any design concept. Such an analysis may show the relative cost of developing alternative sites and the economic and ecological design advantages of using or preserving various portions of a site.

Assuming a site is suitable for the intended development, the

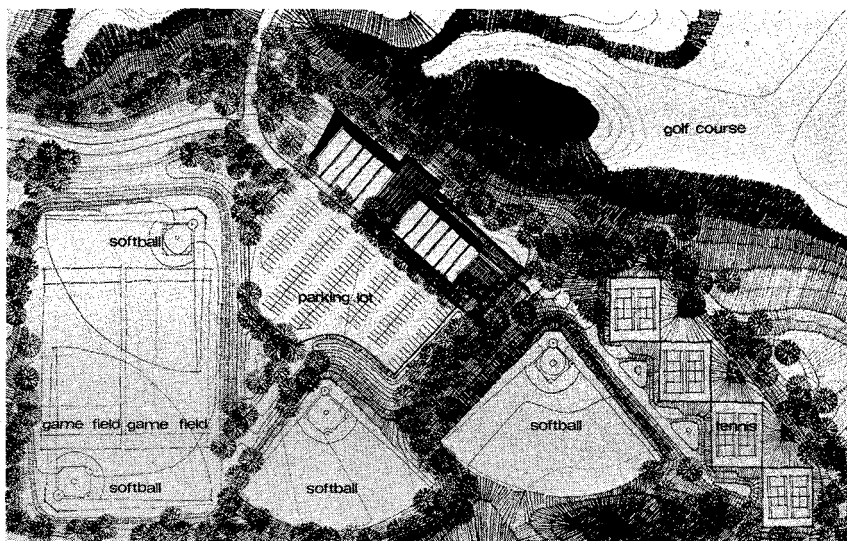
next step is to establish the best possible physical relationship between users, buildings, roads, walks, activity areas, utilities, ground forms, water features, vegetation and all other existing or proposed features. A series of studies will develop, through "give and take", a balance between program needs and the best use of the available land.

These relationships form a basis for detailed design of the master plan. The planner prepares a series of preliminary plans to communicate his ideas so that all participants can understand them. Here again, a good deal of coordination is needed. The planner should have a strong working knowledge of area requirements, relationships, sizes, costs and other factors. The recreation professional should have a strong working knowledge of needs and operations.

Once the plan is generally agreed upon, cost estimates can be made, priorities and phases of construction established and a final master plan prepared. The master plan can be a valuable tool in many ways. It is a necessary guide to orderly and functional development to meet present and future needs. It is also a valuable aid in promoting recreational programs, financing and employee and public relations and protecting the yet undeveloped portion of the land from encroachment.

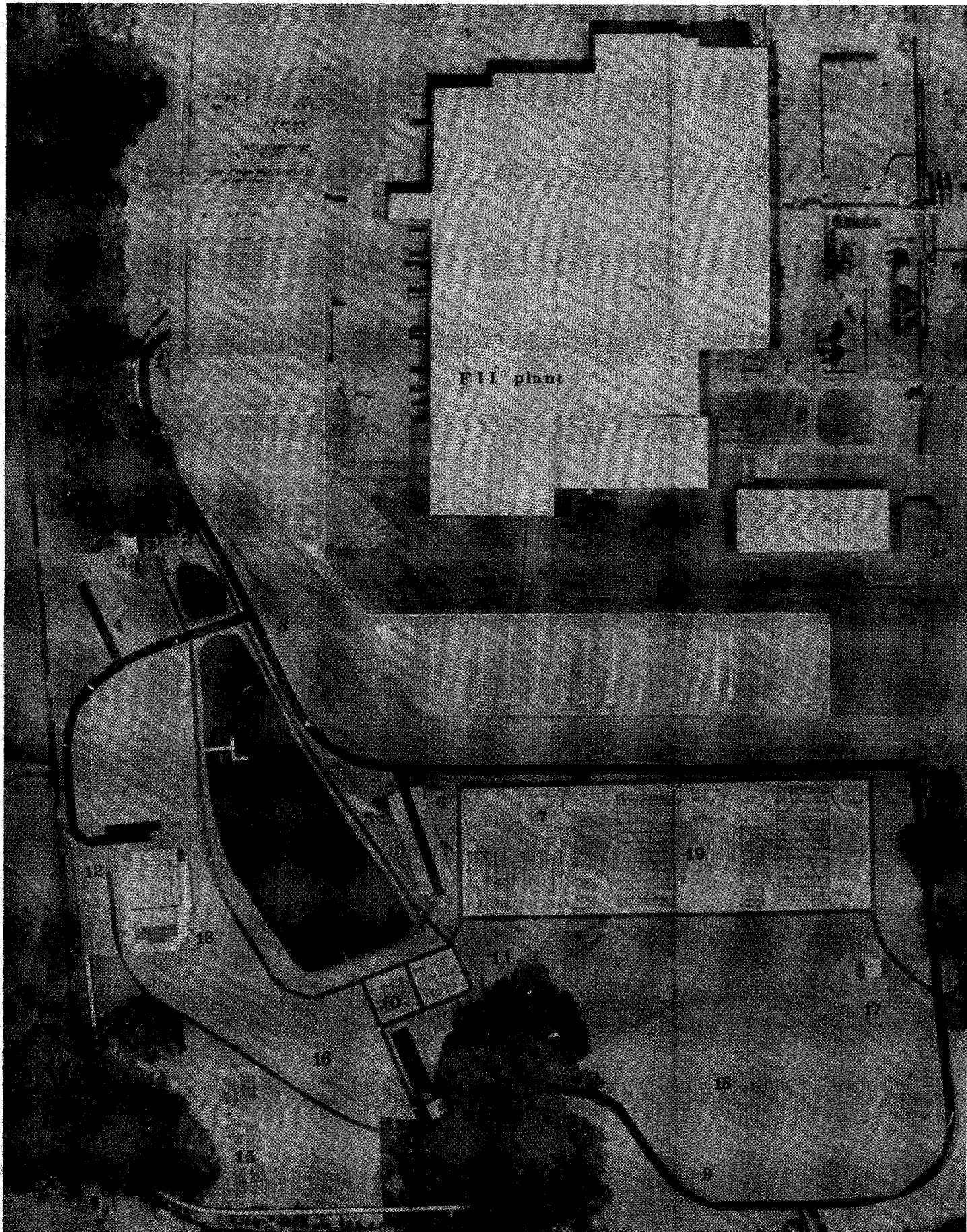
The master plan is the framework from which detailed design and construction of the various facilities can be undertaken. Detailed plans, construction details and specifications show how each element is to be built. If a contractor is to be engaged, the consultant will assist in bidding and contracting and may supervise the construction work to assure it is being done properly.

Optimum use and maximum enjoyment are by-products of proper planning. The investment in planning—whether for two tennis courts or a multi-acre development—is a sound one. It helps assure maximum benefit for the dollars spent for construction, operations, and maintenance. Further, a well-designed facility can be a source of pride and enjoyment to a company, its recreation professionals and, most important, its employees. ■



terraces at various levels to accommodate activities as well as parking. Attention has been given to the maintenance by working with slopes that can easily be mowed or by massing plants in an area.

New Clubhouse Project at Fiber Industries—



Their Dream Has Become a Reality

Completion of \$277,000 worth of clubhouse construction for the Recreation Club at the Salisbury, N.C. plant of Fiber Industries, Inc. (FII) is slated for this month.

November will not, however, see the clubhouse project 100 per cent completed.

Much interior finishing will remain for handling by club volunteers or for contracting out as additional monies become available. Several facilities-

refining projects still will have to be coped with, including the construction at some point in the future of a swimming pool and a wading pool.

The Recreation Club's decision earlier this year, in the face of higher than expected construction costs, was to erect a basic facility which could be added to and refined as circumstances might permit.

Construction was initiated in the early spring.

Ninety per cent of a clubhouse of a caliber only remotely dreamed of when the Recreation Club was chartered in 1966 now stands as a concrete and steel reality amid a 125-acre industrial recreation complex only partially completed, but already featuring: a seven-acre swimming lake with sand beach; picnic areas with tables and grills; fully equipped playgrounds for tots and older children; paved outdoor courts for basketball, volleyball, tennis, badminton and shuffleboard.

The recreation complex is on FII property only a short distance from the manufacturing plant.

The 22,000 square feet of basic clubhouse now nearing completion is dominated by a 10,000-square-foot gymnasium-like multi-purpose core which will be ready for use when contractor crews depart the scene.

Embracing the multi-purpose core on two sides are two-story ancillary extensions for men's and women's locker rooms (2,500 square feet), a club room (7,500 square feet) and a snack area (2,200 square feet).

It is in these auxiliary areas that much work (erection of partitions, etc.) will remain to be handled by volunteers or on a catch-as-catch-can contract basis when money is available.

Complete electrical wiring, plumbing and heating essentials are being taken care of as part of the construction now in progress.

The 100 foot square gym or multi-purpose space is large enough for two basketball or volleyball courts, or for at least 1,000 dancers or 1,000 banquet participants.

An alcove off the main space may be used for banquet serving or as social function overflow space.

(next page)

LEGEND

(Site is approximately 125 acres, partially wooded with pines and hardwoods)

Existing Facilities

- 1-Paved access road with pull-off parking
- 2-Picnic area—tables, grills, etc.
- 3-Shelter and toilet facilities with storage and maintenance facilities
- 4-Tot-lot with swings, slides, etc.
- 5-Lake-seven acres with sand beach area and roped swimming area (future fishing and boating lake)
- 6-Children's play area, swings, climber, etc.
- 7-Playing field, softball

Completed 1968-1970

- 8-Landscaping along lake and access roadway
- 9-Loop road and completion of paved access roadway and crushed stone parking area
- 10-Paved court areas-basketball, volleyball, tennis, badminton, shuffleboard, etc.
- 11-Group and family picnic area

Scheduled 1971-1972

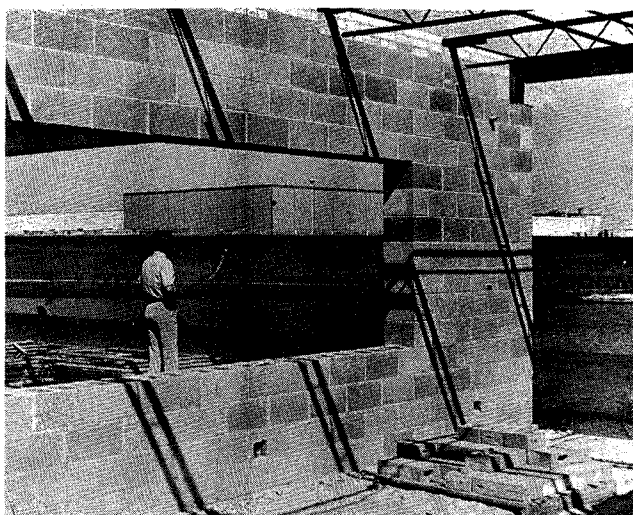
- 12-Clubhouse

Future Development

- 13-Swimming pool and wading pool
- 14-Family picnic and barbecue area
- 15-Tennis courts—all-weather, lighted courts
- 16-Children's play area
- 17-Shelter and toilets
- 18-Par 3 golf
- 19-Playing fields—baseball, softball, football, soccer, etc.

... and taken
this form:

A workman on the site looks toward the FII plant, less than 500 feet away.



The clubhouse is a steel-frame, concrete block and brick structure with a Mansard roof. The entrance features rough-textured wood siding with applied two by three vertical battens.

A three-foot clear story band around the core segment gives the roof a floating appearance.

Vinyl asbestos tile is used in the gym entry and locker rooms. The club room and snack area will be carpeted.

Ceilings will generally be acoustical tile, except in the gym, which will have an Insulrock deck with exposed steel framing.

The main floor will be heated and air conditioned through the use of a multi-zone unit.

Subsequent phases of the Recreation Club's long-range clubhouse program call for the addition of terraces and decks on both the swimming pool and swimming lake sides of the building and construction of a wing for offices and club rooms.

Current cost projections for such additions amount to \$153,000. That is exclusive of

the planned swimming and wading pools.

FII's Salisbury Plant is a polyester fiber producing facility which operates around the clock, 365 days a year.

The 2,000-member Recreation Club is operated by a 40-member board of directors headed by an elected president, vice president and secretary-treasurer and composed of representatives elected from each shift crew from every department within the plant.

Operating revenue comes from member dues and commissions from in-plant vending machine sales. Both enabled the creation of a capital reserve fund for the building program. There also is a long-term financing arrangement with the company.

Since its organization in 1966, the Recreation Club has been blessed with exceptional member participation but plagued by the absence within the community of adequately-sized, well-ventilated facilities.

The club's Christmas dances are illustrative of both. Four

such dances in 1970 drew 800 participants each but were cramped in the Salisbury National Guard armory to the point of near termination.

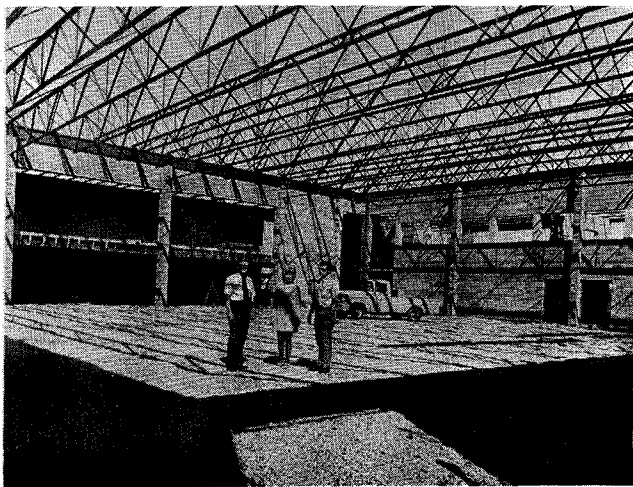
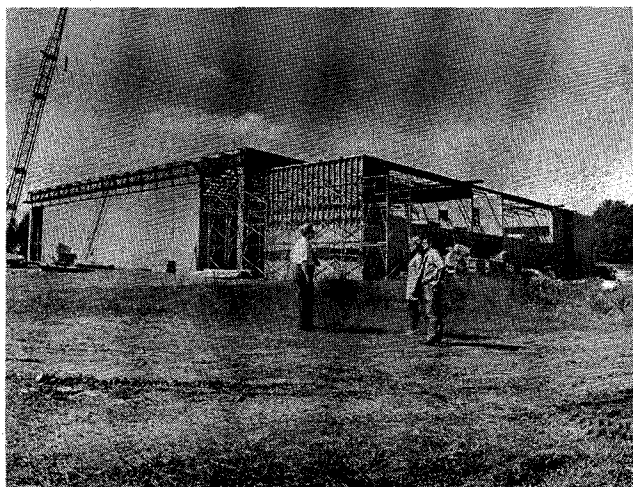
Very popular spring dances actually were terminated in 1969 because sufficiently sized and air-conditioned quarters were not available.

The club-sponsored basketball league also has been hampered by inadequate facilities and problems connected with scheduling teams into local school gymnasiums.

Intensifying the need for an on-site clubhouse is the fact that club activities need to be carefully keyed to the plant's rotating shift schedule.

The new clubhouse soon will be available for shift parties, meetings and plant-connected functions, as well as for expanding club activities into such areas as small clubs (coin, stamp, chess, ceramics, etc.).

Plans are to schedule activities at any time of the day or night to mesh with rotating shift schedules. ■



Meeting the tennis boom . . .

INDOOR TENNIS FACILITIES

By Axel Kaufmann, AIA

One of the manifestations of the tremendous growth of tennis is the fact that the sport is now being played on a year-round basis in all areas of the country. No longer do players in snow regions hang up their rackets when those October winds cover the courts with leaves: they simply head indoors.

And, recognizing the joys of playing without the vagaries of wind and rain, their warm-weather counterparts are beginning to trade hot courts for air-conditioned ones wherever and whenever the opportunity exists. Over the past dozen years, the number of indoor facilities has grown from a total of 40 to a current record total of nearly 650. Of these, nearly a quarter are opening their doors for the first time this season. Entrepreneurs, private clubs, schools and municipalities make up the list of those who are building them, and as tennis programs everywhere are put on a twelve-month schedule it would seem that industry, too, will have a part to play in the future establishment of indoor courts.

Since the three traditional hurdles of tennis facility development are (1) land, (2) zoning and (3) financing, some unique opportunities exist for company sponsorship, perhaps in partnership with the communities in which they are located. The availability of company-owned land already zoned for industry or business would immediately clear two of the three hurdles, and company backing (as well as the close kinship between buildings built for warehousing or manufacturing operations and those built for indoor tennis) would be of obvious benefit to the third.

Depending on the quality of structure and environment desired, the economics of providing for indoor tennis vary considerably. The least ex-

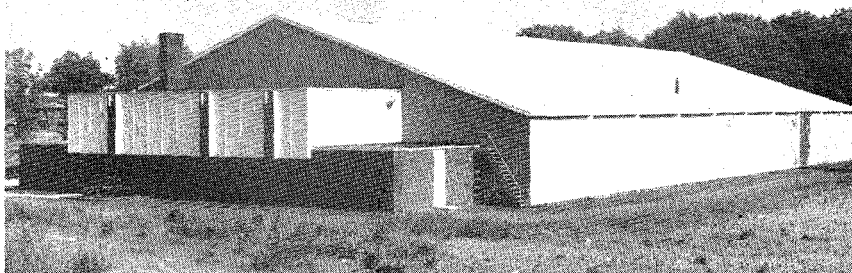
pensive way of covering a tennis court (or several) is with a bubble—a fabric structure supported by air pressure. Because of their geometric curvature and unobstructed interior surface, bubbles lend themselves to good lighting (by means of an indirect lighting system). The same curvature, however, tends also to be an acoustic handicap. Along with relative economy (from \$20,000 a court, excluding surface, facilities and utilities), the chief asset of air structures is their removability, which makes it possible to use the same courts for both indoor and outdoor play; the other side of this coin is that frequency of handling is one of the factors affecting longevity, and that air conditioning is not economically feasible.

Permanent structures, while necessarily more expensive

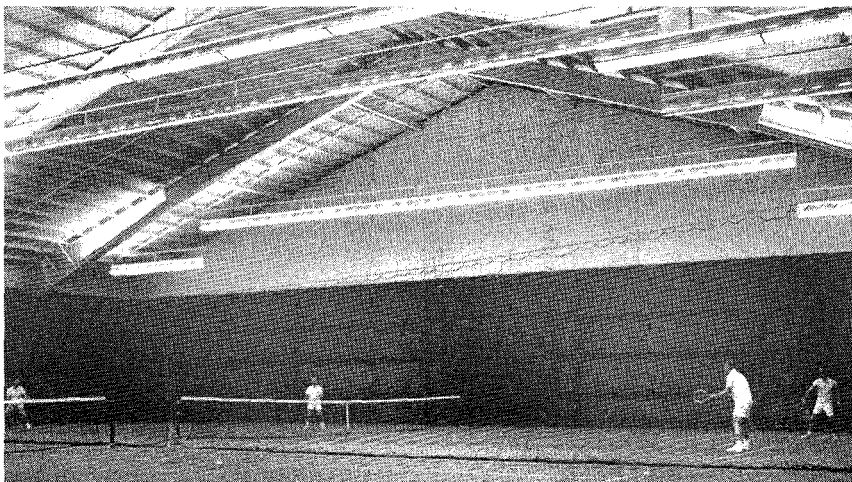
(from \$50,000 a court, excluding court surface and facilities), offer many more options and far greater design flexibility. Essentially, the playing of indoor tennis requires a large, unobstructed space (60 feet by 120 feet) with sufficient height for lobs. The recommended clear height is 35 feet above the net, and 21 feet above the baseline. While a 40 feet height is even better, particularly from a lighting point of view, it is also possible, where necessary, to make do with less.

The ways of spanning this kind of space range from steel (rigid frame, truss, space frame, long span joists, geodesic frame, cable structure) to wood (laminated arches or beams, lamella roof, truss), concrete (long-span beams, thin shell) and even plastics and

(next page)



Two examples of permanent indoor structures for tennis. While more expensive, they offer far greater design flexibility.



Indoor tennis ...

(continued from page 15)

aluminum—a creditable list.

Because of aggressive marketing and their economy, pre-engineered steel buildings, with metal walls and roofs, have more or less become accepted as the standard for indoor tennis buildings; only as new facilities are built to compete with existing ones are more and more structural alternatives finding use.

Actually, there are many wall and roof material options even with a pre-engineered steel structure. If most of these have a greater initial cost, they also bring in added benefits, and should thus be analyzed from a systems point of view. Fireproofing requirements, insurance rates, maintenance and replacement costs, impact resistance of interior surface and fuel costs are all factors which should be given consideration, not to ignore appearance.

Where a facilities area is provided (locker rooms and other auxiliary spaces such as lounge, office, exercise room, etc.), the choice of interior and exterior finish materials becomes an even wider one. This type of space is quite different in nature from the cavernous volume of the tennis court area, and should be budgeted at \$25 to \$35 square foot, depending on size, extent and quality.

Of the problems peculiar to indoor tennis, lighting is the most important. Since a tennis ball is constantly in motion, the eye must be able to focus on it from a variety of angles against a variety of backgrounds. The problem is not so much one of **quantity** of light (the recommended minimum of 50 foot-candles at court surface can be supplied by numerous methods), but of **quality**—i.e., of providing the light in such a way that the ball can be seen well no matter where it is. Evenness of distribution, color of background, brightness of light-source and degree of contrast between light-source and background are important design ingredients which must be taken into account, along with installation cost, lamp life, ease of maintenance and

replacement and operating cost for each type of system. Fortunately, several good lighting systems have been developed in recent years—a far cry from a decade ago, when being able to see the ball was considered to be something of a luxury.

The second problem to usually cause consternation is the choice of court surface. Since tennis has always been unique for the number of different surfaces on which it can be played, the fact that 45 different indoor surfaces are currently available should raise no eyebrows.

Generally speaking, all of these fall into three categories—natural-in-place, artificial-in-place and carpeting—and vary in cost from \$3,500 to \$12,000 per court. While some of them are better and longer-lasting than others, none is as yet considered to be the ultimate, except possibly by its manufacturer. The final selection is usually based on budget, individual preference, geographical location and salesmanship.

Check cost comparisons

Due to the many possible variables in building program and size, materials, site, foundation and utility conditions, building code requirements, geographical location and accounting methods, costs and cost comparisons are often misleading and should be used only with great discretion. It is an old maxim that the only valid construction cost is what someone is willing to build **your** building for on **your** site at the time that you want it built.

Complete indoor tennis projects have been put up for as little as \$30,000 and as much as \$150,000 per court (exclusive of land cost), and a different set of figures applies to the conversion of existing buildings to indoor tennis use. Obviously, professional guidance towards maximizing the value of the investment is worthwhile.

Where the financial basis of a facility is one of profit, the required use population is between 100 and 150 players or members per court (for a private outdoor club it is 35). The typical commercial facility has available about 100 hours of court time per court per week, and sells it at rates of \$6-12/hour (\$4-10/hour in less populous

areas), depending on the time of day and day of week.

A distinction is made between seasonal time (a regular weekly time slot on a seasonal basis) and open time, and a basic membership charge of between \$35 and \$75 is usually added to court fees. The break-even point for such a facility, operating with a manager, teaching pro and part time help, generally falls somewhere between 45 and 60 per cent.

At this point in time, the maturing of indoor tennis can be traced through three stages of development: the early facilities, built with an absolute minimum for the hungry tennis players who merely cared about keeping out of the snow; the second generation of buildings, which wanted to do it better by providing more amenities; and the current crop, which is still more quality-minded, thinks air conditioning and often has at least one eye on recreational diversification—many of the recent complexes provide for squash, handball and paddle tennis; and the first marriages with indoor skating have already taken place.

Statistical support for the year-around tennis boom can be found in such diverse sources as a USLTA survey, which puts the number of tennis players in the U.S. at over 10.3 million, and an industry-reported annual increase of 15 per cent in the number of tennis balls sold for the entire past decade. In many areas, the lack of sufficient courts is still the biggest handicap to local tennis expansion; certainly with greater TV exposure, more widespread introduction of the sport into the schools and increased opportunities for learning it, the demand is bound to continue unabated.

Projecting these trends into the years ahead, it is easy to see indoor tennis, if not as the focal point, at least as the integral part of recreational activity and facilities at every level—private, public... and industrial. Indoor tennis, anyone? ■

Axel Kaufmann is an architect who has extensive planning and design experience in tennis facilities, particularly indoor facilities. Since 1964, he has been involved in more than two dozen indoor tennis projects around the country and abroad.

A Big Time Rodeo in . . . Connecticut?

By Fred A. Wilson, CIRA
Manager of Employee Activities
Scovill Manufacturing Company

How does a big time rodeo happen in Connecticut? Very simple—have the complete cooperation of two fine organizations, namely, the Scovill Employee Recreation Association and the Rotary Club of Waterbury. Also, it helps if the Chairman of the Board of the Company involved is a professional cowboy. Also involved were the enthusiastic chairman and the committees of the area towns and villages.

As Chairman of the Program Committee of the Waterbury Rotary Club, I asked Mr. Malcolm Baldrige, Chairman of the Board of the Scovill Manufacturing Company, to talk to our group at its regular weekly meeting on March 10, 1970. It was assumed that Mr. Baldrige would discuss current business trends, but to the surprise and gratification of the group, Mr. Baldrige presented a very stimulating and informative talk on "rodeo", its history, a true sport and its rewards.

The businessmen of the Rotary often find themselves with tight schedules and have to leave before the meeting is adjourned. Not this meeting. Everyone stayed. I thought it only proper to call "Mac" (as he prefers to be called) to thank him and point out the attention he received. A conversation ensued. Now, I am "saddled" with a Rodeo.

Co-sponsors found quickly

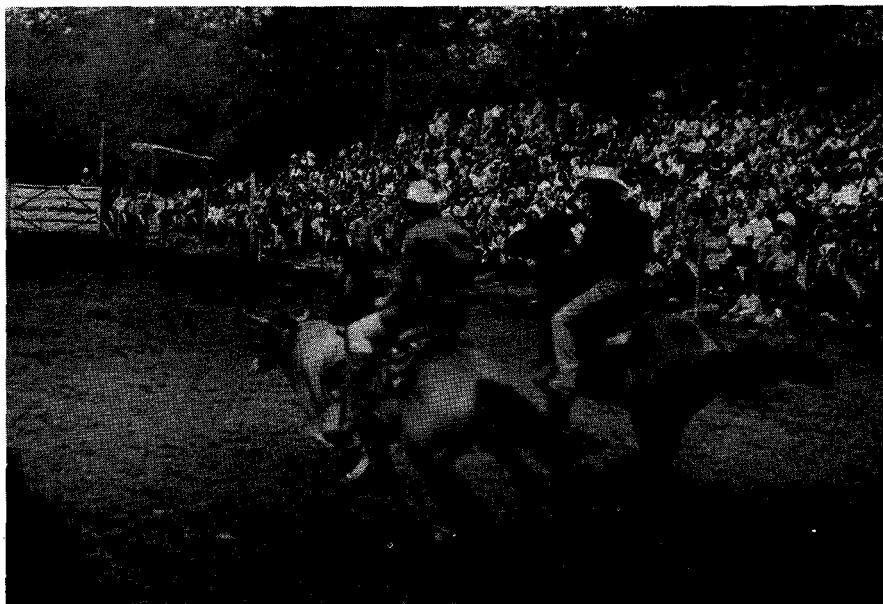
A hurried meeting of the S.E.R.A. Board of Directors was called and a quick decision to co-sponsor a "Rodeo" was made. At a meeting of the Rotary Executive Board the next day they also agreed to recommend to the membership that they be the other co-sponsor.

Without delay, a joint meeting of the Executive Boards of the sponsoring groups was called and the wheels began to turn. The first order of business was



Malcolm Baldrige, Scovill's Chairman of the Board (left), performing in the highly competitive team roping event.

Another event before the capacity crown at the first Scovill-sponsored rodeo, held in September, 1971, at the company's own amphitheatre.



to agree jointly to promote what was to be the first Annual Professional Rodeo, sanctioned by the Rodeo Cowboys Association, Inc.

Secondly, it was agreed that all profits would go to the Area Campership Fund, which is a brainchild of the local

newspaper. This, of course, meant that the area would be saturated with publicity. It has been for the three annual Rodeos.

Municipal facilities were not available and no suitable arena existed. This pushed my time
(continued on page 30)

GOLFING INDOORS



Photo courtesy Golfomat.

Now play golf year 'round.

By Daniel J. Creveling
Marketing Director
Golfomat

Stan Smith and Arthur Ashe may not agree, but golf is the nation's Number One participation sport.

Three things have prevented golf from being enjoyed 12 months a year in all 50 states—the weather, the time of day and the lack of enough golf courses.

These problems are no longer.

Golfers in Missoula, Montana; Dallas, Texas; Palo Alto, California and Bangor, Maine can now play the championship courses of the Doral Country Club, Pebble Beach and the Congressional Country Club all year long, right in their home towns (in their own place of employment, in fact).

How? Through an exciting and professional golf game played indoors.

Indoor golf systems were invented to meet two needs—the need for the public to have a full choice of sports activities the year round and the need for industry to provide an activity to help employees relieve the strain produced in this highly impersonal and computerized world.

As noted earlier, golf is the nation's Number One participation sport. In many areas of the country, however, old man winter has kept the avid golfer from enjoying his game when he wanted to. These golfers looked with envy on the South and Southwest, where links were enjoyed at will. In these areas retirement communities are even being sold on the basis of a golf course being on the property or a short drive away.

Indoor golf has changed all this cold-weather frustration. Utilizing the latest in audio-visual equipment and sophisticated computers, this indoor game is as accurate as any simulation can be. In fact, pros use it to teach novices.

Basically, the system uses sound and velocity to record the player's progress on the course. As the ball is hit, a computer mechanism is activated under the tee, informing the screen that a ball is on the way. As it hits the screen, the ball breaks light circuits, which start the picture projector.

The strength of the drive (how long it takes the ball to reach the screen and where it hits) determines how far the ball has "gone" and where it lies. Results are accurate to plus or minus five yards!

Power for the unit is provided by an optional power unit, supplying either 115 or 230 volts, 50 or 60 cycles.

The complete unit has walls, turf, putting greens, driving platform, screen, projector unit, computer control unit, film strips and golf cups.

Golfer paces himself

The golfer can adapt the computer control unit to "play" either tournament or regular golf (with handicaps). He can also move the picture back to the tee or any point on the course. Or, he can move ahead. The game is the golfer's to pace.

After installation, maintenance for the systems is almost non-existent. The most maintenance needed is changing light bulbs and keeping the turf clean.

The system is increasingly finding its place in industry. Today's worker is subject to greater strains psychologically than at any other time. This is especially true of assembly line and other factory jobs.

Now more than ever, workers need diversion during breaks and lunch hours and after work. Witness the installation of pool and card tables, televisions and record players, in the lunch rooms of factories across the country.

Indoor golf provides a new and highly interesting source of recreation for this worker. It also presents a challenge, an element too often missing in today's jobs.

Picture the average employee out on a Saturday afternoon. He passes a country club or public golf course and wants to play the game himself. Finding the time to play is a problem, however, and the game may be unduly expensive.

Enter indoor golf at the factory or office. Provide a pro, who is available a few hours during the day, and—presto—you have a group of budding golfers.

(Continued on page 33)

INTRODUCTION TO SYNTHETIC TURF

HOW IT IS MADE

The tufting process used in constructing synthetic turf is a process that has been used for many years to construct carpet. The primary difference between synthetic turf and carpet is the additives that are compounded into the fibre. These additives make it possible for the surface to withstand the extreme temperature changes and the intense sunlight conditions to which an athletic field is exposed. Also, the green color that is used to create the grass-like appearance is not generally used in carpet surfaces. The material starts out as chips, is extruded into a fiber and taken up on a spool. The fiber goes from the spool through a tufting machine where it is tufted into a polypropylene primary backing.

The individual fibres are sheared off in the tufting process, which creates the illusion of grass. To the primary backing is added a pre-coat process necessary to secure the individual tuft to the backing. Depending on the use of the finished surface, a secondary backing is then applied.

The surface is now a completed product, and is ready to be installed on a recreational surface. Pile height can be varied in turf construction to create different playing conditions for different sports. For instance, a surface can be constructed to have the same putting response as a natural putting green. That surface could also be used very handily for lawn bowling or for croquet.

HOW IT IS INSTALLED

Most of the turf in use today is installed over an asphalt surface, very similar to the surface in use in parking lot construction. A compacted base of a material that can be highly stabilized is placed over the field in the first stage. Once the base has been properly established, asphalt is applied and you have an appearance similar to that of a normal asphalt surface.

The surface is now ready for the installation of the shock pad.

The shock pad is constructed of two different materials, expanded Poly Vinyl Chloride (P.V.C.) and Polyurethane Foam. Polyurethane Foam is applied directly to the subsurface, where the P.V.C. pad is applied in rolls. You now have a completed surface ready to line out for various athletic activities.

HOW IS THE TURF USED?

For instance, it would make an excellent surface for a patio area, or the areas being used for outdoor relaxation, by simulating the aesthetic appearance of grass.

It can also be used for playground areas. With the various sub-surfaces that are available, and with the shock pad material, synthetic turf can make a much safer playground surfacing than natural grass.

Courts can be constructed of synthetic turf for such sports

as badminton, croquet, lawn bowling and volleyball. To create the appearance of grass in areas where high traffic makes it impossible to grow natural grass, but where a grass surface is desired.

CARE AND MAINTENANCE

The maintenance of synthetic turf can be related to maintenance of a carpet surface. The advantages of synthetic turf are its greater durability, its capacity to be cleaned with high pressure hoses, etc. and its efficient maintenance through periodic vacuuming. In areas where it receives a great accumulation of dirt, it may be necessary to periodically steam clean the surface to remove dirt particles from between the fibres. But under a normal installation conditions, it can simply be vacuumed with a type of vacuum that is used to pick up grass clippings. ■

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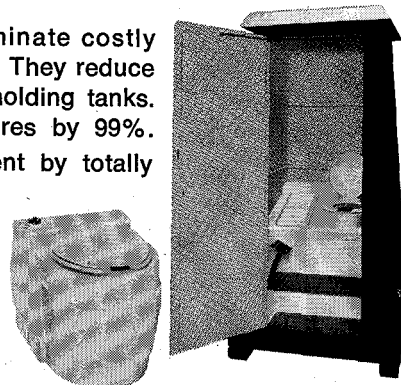
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Goodyear's Member-Built Clubhouse

By Richard Plunkett

The Goodyear Hunting and Fishing Club has come up with a "catch" that is sure to be the envy of similar organizations everywhere.

It's a 4,800-square-foot clubhouse valued at \$75,000 on a 48-acre tract of lakefront land near Akron, Ohio, headquarters city for The Goodyear Tire & Rubber Company.

Hunting for the site was a swift success. The company, which owns 200 acres at Wingfoot Lake where it maintains an employee recreation park, leased the land to the club at a token price.

And fishing for construction help and financing also was successful. The 5,000-member Goodyear Hunting and Fishing Club, open to anyone at a \$1-a-year fee, used those funds as well as fees from selling licenses over the years, to pay for the building materials.

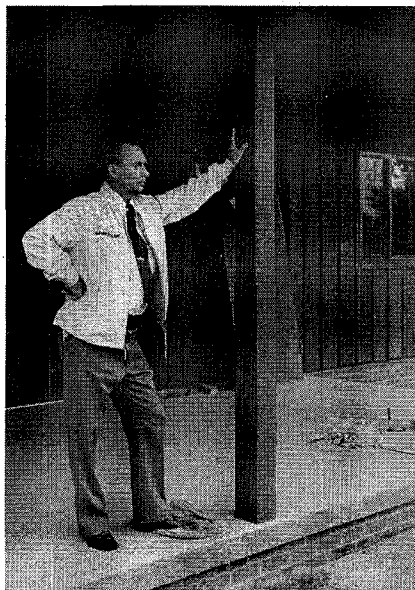
Some four dozen local members of the club did most of the construction work, now almost complete except for paneling and carpeting. Ground was broken in late October of last year for the two story wood and brick building.

Years of planning

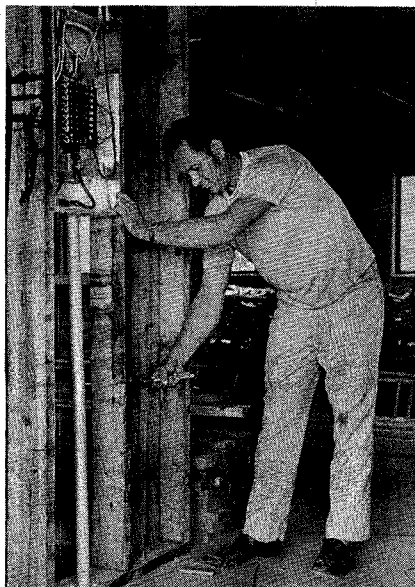
"We started the new building last year, but the story begins much earlier," explained Bill Watts, club president.

"The idea of having our own meeting place had been considered for a long time. Although there had been a lot of talk about asking Goodyear for a piece of land and collecting money for construction, nothing concrete had been done until I became president about three years ago," Watts said.

"A couple of other members and I were hunting in the Wingfoot Lake area in November of 1969 and we saw this land and decided we wanted to build a clubhouse there.



Bill Watts, club president, looks toward Wingfoot Lake from the front porch of the new clubhouse. Watts began laying the groundwork for the building three years ago when he became president.



Cutting some wire is Don Brown, Goodyear electrician, who was responsible for wiring the clubhouse. Work went smoothly and the wiring was approved when inspected.

"The first thing I did was talk with Russell DeYoung, Goodyear board chairman. I told him that although we were the largest hunting and fishing club in the world, we had no place to hold our meetings and activities. He asked me what he could do, so I told him if the company could provide the land we figured we could provide the finances and manpower to build the clubhouse."

After the company leased the land, Mr. DeYoung talked with other management members and the company's architecture department was commissioned to design a building that would meet the club needs. The two architects who designed the building were Kenny Lockwood and John Allis.

Management helped

"After we received our plans we met with Goodyear management and they helped us with building supplies and manpower.

"Our clubhouse really cost much less than the appraised value because we did our own work. Club members who worked at Goodyear would come here when they finished work and put in another four or five hours pounding nails, sawing wood or drilling holes. The retirees and non-Goodyear club members also played a big part, devoting plenty of their time and skills to get the job accomplished," Watts commented.

"We have fellows who are carpenters, electricians, roofers and plumbers and we made use of them all. Sometimes we would have to rent a machine to get the job done, but mostly we just brought our own tools," Watts explained. "The men who worked on this project had pride in their workmanship and I really think it shows in the building."

The new clubhouse was dedicated on September 23, as part of an observance of National Hunting and Fishing



Day. Club members and top management members were on hand for the ceremonies.

"We won't be completely done with the interior of the building until sometime in November. We already have Thanksgiving and Christmas parties planned for our new facility.

"This has been our dream for a long time," Watts said. "The 32-

grounds.

The area for the 150-car parking lot has been leveled off and gravel will be spread in the near future. The brush and trees that were cleared away from the area have been piled in a valley near the clubhouse as a habitat for wildlife.

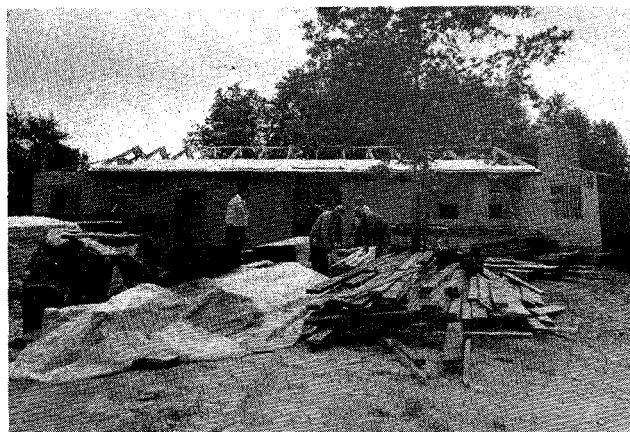
"We plan to sow grass and plant trees around the

children's trout derby and this year helped stock another lake with 2,000 rainbow trout for the children to catch. Rabbits and birds are also stocked. From 40 to 50 bushels of corn are put out each winter to feed the wildlife.

Currently a movie is being made about the club and its activities. The movie captured the construction in its various stages, the club dog trials, fish releases, trap shooting and hunter safety classes.

"We hope the new clubhouse will be an incentive for people to join us." The club has members from 20 states and five foreign countries. It was organized in 1933.

"Only about 2,000 of our members are Goodyear employees. This number is fairly evenly divided between hourly and salary employees. Mr.



There was plenty of lumber to do the job. Bill Watts, club president (left), watches Homer Lawrence, Harold Cowling (background) and Emmitt Gardner select the wood needed for the next stage of the building.



This is a rear view of the \$75,000 Goodyear Hunting and Fishing Club's new home. Located on a 48-acre tract of land in Wingfoot Lake Park, a Goodyear recreational facility, the clubhouse can accommodate 200 members at a time.

foot wide, 72-foot long clubhouse has a kitchen, lounge and dining facilities for 200 persons. There is a fireplace on each floor, plus recreational areas inside the building."

The building will be carpeted upstairs and tiled downstairs. Two movie screens will be dropped from the ceiling. Fluorescent lights in the drop ceiling will provide the main light with small lamps suspended from the haunches providing additional illumination. The upstairs part will be paneled in oak and the downstairs in grey driftwood.

Situated at the southeast end of the lake, the new club area will have one skeet shooting range and three trap shooting ranges. Picnic tables and cooking grills will be spaced through the

clubhouse so we can keep the soil from eroding," Watts explained.

Another projected idea is to build two parallel dock ramps, each 100 feet long, into the lake.

When finished the clubhouse will be open all the time for members.

The Goodyear Hunting and Fishing Club is more than a group of outdoor enthusiasts. It has been active in conservation and ecological work for years. Since 1950, the club has done nearly \$300,000 worth of work in this field, according to Watts.

"We trap and relocate wildlife, and stock fish," he said. This year alone the club stocked 2,400 pounds of perch, catfish and bass in Wingfoot Lake for summertime anglers. The club also helps sponsor the annual

DeYoung and a majority of Goodyear's vice presidents are members and all of them have shown an interest in the club's activities," Watts commented.

"Dues are only \$1 per person a year. Our other means of income are fees from license sales and our annual sportsman's show.

"I think we are all justifiably proud of our new home. We are especially proud of the relationship our club has with Goodyear management. Without their cooperation, it wouldn't have been possible. The way the club members pitched in is very much like an old-fashioned barn raising, and this type of spirit will keep our club growing," Watts concluded. ■

The Case for the Short Course

By Thomas C. Coddington



The author holds a Master's Degree in School Administration from the University of Wisconsin. He has owned and operated a real estate business and taught courses in the Real Estate Program at Milwaukee's Central Y.M.C.A. In a writing capacity he has served as Advisory Editor for the Real Estate Evaluation Guide. He is in the top ten percentile of the nation's golfers.

Although not a long hitter off the tee, Jeff Urban's superb short game nettled his long driving opponents with his un-canny accuracy in the short game. Result—he won the 1968 men's amateur golf championship in Washington, D.C. He had 11 one-put greens in one round. The gangling kid, only 16 years old, was normally down in two strokes if he was anywhere near the green. He had mastered the short game.

Ben Hogan, four-time U.S. Open winner, occasionally uses a 3-Wood instead of driver off the tee. This allows him to hit to the green first. If he is close to the pin, he puts the pressure on his opponent. (refers to match play) There are many other examples of the importance of the short

game in tournament play.

Even if you do not play tournament golf, regular play on a par-3 course could provide the impetus and discipline needed to sharpen your short game.

Weekend golfer Frank (Bart) Brown built a par-3 golf course in Middleton, Mass., for family fun. (He and his wife and their three daughters help operate it.) The beauty of it is that a family can cover the 3225 yard course in two and a half hours. Holes range in length from 90 to 240 yards. Overall yardage is less than half of a regular course. The tees are 150 to 200 feet in length, and the average green runs 8,000 square feet.

The popularity of the short course (also called par-3, pitch-and-putt or Executive) is based on shorter playing time compared to the full-length, or regulation, course. This means, for example, that members of your company's golf club might use the course after work instead of waiting for an afternoon off or a Saturday. The golfer can bring his family along.

Other reasons for the popularity of the short course are:

It is easier for beginners.

The compact size makes green fees less and lighting the course at night more practical.

Older players and children prefer to play a course that is less tiring and less demanding physically.

The rising cost of land in urbanized areas often prohibits operation of regulation-size courses.

In contrast, Country Clubs with regulation courses are having more acute problems with operating costs. Ninety-eight and four-tenths cents out of each dollar of gross revenue is used for operating costs and expenses.

Of the 1971 Country Club Income Dollar, only 1.6¢ is available for debt service and capital improvement. In many metropolitan areas the pressure of rising operating and maintenance costs, rising property taxes and the need for new construction sites forced several private clubs to close. The following golf clubs were among them: (Survey by Golf Digest, Inc.)

New York Metropolitan	33
Los Angeles	9
Cleveland	10
Chicago	18

Following is a breakdown of the average Operating Cost per Hole (in 1971) of 75 Country Clubs. These figures are taken from a National Golf Foundation, Inc. survey. The far right column shows figures taken from a 50-club survey by Garriss, Kerr, Forster & Co.

Average cost per hole	Over-all avg. 1971	Over-all avg. 1966
Payroll	\$3,296.00	2,573.00
Payroll taxes & Employee Bene.	400.00	286.00
Course Supplies & Contracts	852.00	635.00
Repairs to Equipment - Course Bldgs.		
Water Drainage System, etc.	544.00	376.00
All other Expenses	272.00	190.00
Total Golf Course Maintenance	5,364.00	4,060.00
Add Golf shop, Caddy and		
Committee expenses	554.00	339.00
Total Golf Expenses	5,918.00	4,399.00
Less: Income from Golf fees, etc.	1,690.00	1,271.00
Net Golf Expenses	\$4,228.00	3,128.00

With inflation continuing to influence construction and maintenance costs of any new golf course facility, it behooves any industry or syndicate considering building today to look at the economic advantages of the Executive and par-3 golf course.

"While most short courses can properly be called par-3 Courses (designed so that no hole exceeds the 250-yard maximum established by the United States Golf Association for a par-3 hole) there are other short courses that contain par-4 holes and even an occasional par-5. These are called Executive courses." (From "Planning and Building the par-3 or Executive Golf Course", published by the National Golf Foundation, Inc.)

There are many advantages to the country club or industrial owner of an Executive or par-3 course rather than a regulation course.

(1) Land Acquisition Costs are Less. The short course can be built on as little as five acres up to as much as 100 acres. The cost of land for a golf course can range from \$100 to \$3,500 per acre, depending on its location and closeness to a large metropolitan area.

Exclusive of land costs and a watering system, a short course can be built for about \$5,000 to \$10,000 per hole. A regulation course will cost between \$10,000 and \$20,000 per hole, using the same criteria.

(2) Maintenance costs are lower. In addition, the outlay for maintenance equipment will be less, and machinery and equipment will last longer because of less rugged use.

(3) Lower operating costs. "On nine-hole courses, where terrain permits, the short course is generally laid out so that the entire course is visible from the clubhouse or starting building. This means that one person can operate and maintain good control of play." (National Golf Foundation, Inc.)

Planning a Golf Course

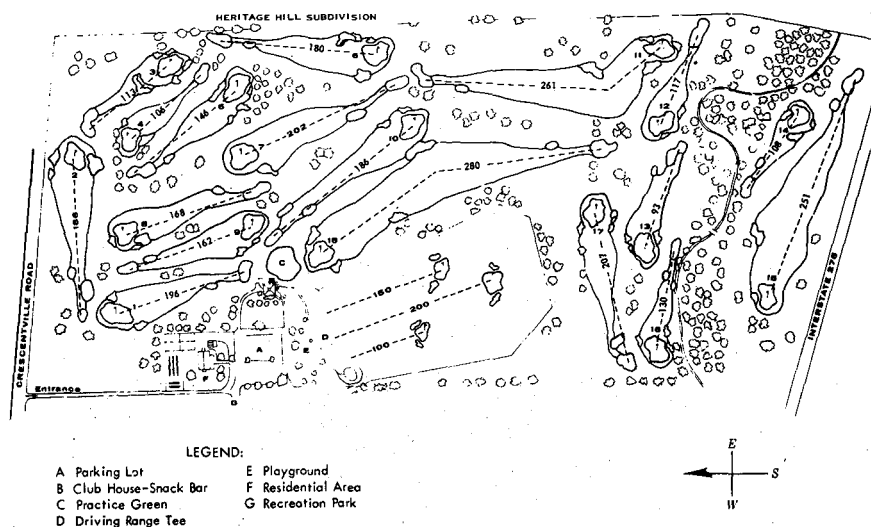
In planning a golf course, several steps can and should be taken. Although this may not be a problem for the industrial firm building a course, an indication of the golf population in the community is helpful. The total population within a five to 20-mile radius at the present time, and the projected population for

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General Electric's (Evendale, Oh.) Employee Activities Association Golf Center. Between 35 and 40 thousand rounds per year are played on this 'Executive' course.

the next 10 to 20 years should be obtained. A rule of thumb is that for every 25,000 people in the area, one 18-hole golf course could be sustained. It is well to note any golf course failures as well as existing facilities.

When it comes to selecting the site, it is important to have the assistance of a golf course architect. His specific function is to design the layout of the golf course. The industrial coordinator, along with the company committee, could select three alternate sites, and utilize the expertise of the golf course architect in his final decision. It is important early in the process to hire the greenskeeper so that he can be brought into construction decisions regarding the greens.

Factors to consider include accessibility, availability of utilities, proper drainage and the former use of the site. It is also helpful to have some rolling terrain and wooded areas on the course.

As far as accessibility, if one or two holes can be placed along a highway, this indicates that the course is accessible, and provides good advertising.

Availability to utilities is especially important for the clubhouse. In the case of the par-3 course, many have found it good economics to light the fairways and greens for night play.

According to the National Golf Foundation, size requirements for a regulation course of 18 holes are 120 acres and up, and 50 to 80 acres for nine holes. The

Executive Course requires a minimum of 70 acres for 18 holes and 40 acres for a nine-hole course. A par-3 course of 18 holes could be anywhere from five to 45 acres.

The key to a happy membership and successful operation could well be sound financing of the golf course venture. There are several methods of financing a private or semi-private industrial course.

(1) The Small Business Administration usually participates with banks in loans to small businesses for working capital, construction or expansion, acquisition of equipment, facilities or materials. (Generally SBA's participation is not more than \$150,000. Occasionally it has guaranteed up to 90 per cent, or \$350,000, whichever is less, of a bank loan to a firm.)

(2) Syndicate formation—Up to 20 individual investors put up the equity money and borrow the balance from a loaning institution.

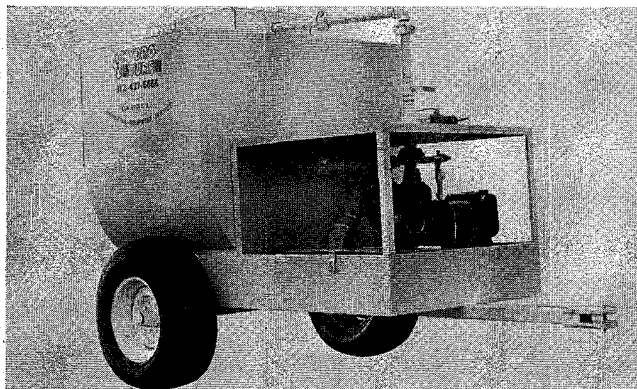
(3) Insurance companies, employee retirement associations, certain union funds and other agencies finance recreational ventures if research indicates the potential for success is great. (from The National Golf Foundation, Inc.)

(4) Financing is generally easier if the golf course is built in conjunction with a housing or apartment complex. (40 per cent of the new country clubs being

(continued on page 30)

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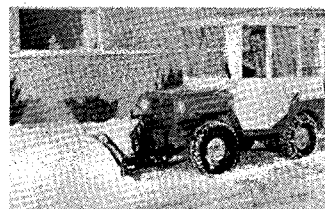
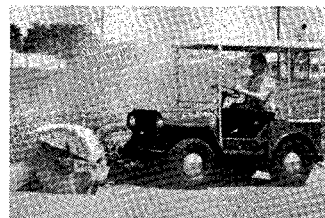


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Innovative Concepts for Multi-Purpose Recreational Land Use

A strong program functions best in properly developed land and facilities. This planning and design can only be realized from logical, optimum use of land and space.

By Hugh G. Goldsmith, P.E.
Paul P. Hall, A.I.A.

Managers and planners today are faced with an upswing in the amount of leisure time available, a growing recognition of the need for Industrial Recreation facilities, increasing land and construction costs and a decrease in land availability. The contradiction of these trends requires a harder look at possibilities for multiple usage of facilities to control development costs and work toward optimum utilization of land and facilities.

First define needs

The best time to look at opportunities for multiple use in the planning of facilities is at the beginning of the process, during the Program phase of development. Surveys of employee desires, discussion groups and other programming techniques are combined with professional consultation and coordination to define needs. From this definition comes a refinement of the problems to be faced, and a careful definition of these problems. Then the standards for the work to follow can be developed with full recognition of the ultimate goals for operation of the facilities. Unencumbered with preconceptions or existing facility limitations, planners and administrators can develop concepts of optimum utilization freely, based on need, and even before a site is conceived the requirements for multiple use can be established as parameters for site selection and facility planning.

Innovative concepts in the development of multi-purpose recreational land use, while

generally born out of need, are most often the result of a carefully developed program recognizing the constraints and capabilities of the activities desired. A proper matching of functions adaptable to a given type of land, climate or space is a critical step. Only after careful consideration of the total program can a proper site best suited to satisfy the needs of the program be defined and selected, and the planning proceed.

The concept of multiple use of land and facilities recognizes a need for more efficient use of resources and management. In developing multi-purpose facilities, however, there are many factors which must be evaluated. To better understand the impact of some of these factors, we can look at how type of land, climate or space can contribute to imaginative multiple use, and consider implications inherent in these factors.

Four activity zones

There are four zones where recreational activities are generally placed. Selection of a zone would depend largely upon the number of people involved, proximity, use profile, type of industry, land opportunity, need for buildings and equipment, maintenance cost, etc. These four general categories could be identified as follows:

- 1) Waterfront property, either ocean, lake or stream, where the adjoining land could be moderate to substantial in area. The terrain would generally be reasonably level or gently rolling, but could include steep slopes.
- 2) Non-waterfront property, moderate to large in area, reasonably level or undulating terrain.

- 3) Non-waterfront property, moderate to large area, wooded, located in extremely low density surroundings, characterized by rolling terrain to very steep grades, usually located in mountainous areas.

- 4) Properties oriented largely to institutionalized facilities, adjacent to or near plant site, where recreational facilities can be housed. In some instances, adjacent open space could be available for outside use.

It is obvious that regional locations play a large part in the availability and cost of such general areas. Within each of the four we can develop a list of recreational activities usually aligned to that general type terrain or location. The categories can be examined for adaptability to uses desired, and from that, those which could be considered multi-purpose.

If a program called for a golf course development, as an example, consideration of the space between fairways for housing, by proper design and planning, might yield an effective land utilization factor. Perhaps these areas could be developed for other uses such as horse or bike trails, small game areas, campsites or picnic grounds. If a clubhouse is considered, perhaps simple extension of the clubhouse could provide convention or indoor-outdoor recreation facilities using the basic services of the clubhouse and very little additional land.

Climate as a factor

Climate, as a factor in land use, presents its major challenge in multiple use where there are large temperature variations between summer and winter seasons. Here the administrator

(continued on page 40)



Photos courtesy Miracle Equipment Co.

Enclosed ramps, non-skid galvanized surfaces and tunnel-topped slides are features that add up to safety in design on this playground complex.

Needed: a Code for Safety in Playground Equipment

At this time, there is no group or agency to regulate, oversee or even recommend safety standards for playground equipment manufacturers.

"There is nobody setting standards for recreation equipment manufacturers. When people buy playground equipment, they're not protected; it could last three months or three years."—Mike Luckenbach, National Industrial Recreation Association (NIRA), Chicago, Ill.

"When a child's life is dependent on a piece of playground equipment, it is absurd not to have any sets of standards or criteria, testing or inspection of that piece of equipment concerning its safety."—Joe Curtis, Commissioner of Parks, Boston, Mass. and President of the NRPA.

"Most playground equipment manufacturers do not have the

means or resources for testing at their own plants, and therefore I feel it should be done on a national basis."—A sales administrator and safety engineer with a leading playground equipment manufacturer.

Most playground equipment involves some sort of motion or taking the child off the ground. If the equipment he is on is in any way faulty or unstable, or if there is just one weak link, there is danger of death for that child from a fall, if protruding metal or sharp edges are not eliminated from some playground equipment through safety engineering and design in the factory, according to Mr. Curtis.

With today's emphasis on physical education and with more leisure and recreation time available, the recreation equipment industry has grown in leaps and bounds.

But along with that fantastic

growth, inadequate and substandard playground equipment manufacturing firms have come on the scene selling substandard equipment that seriously jeopardizes the health and well-being of children playing on this equipment, says Mr. Curtis. "Kids involved with this type of equipment put their life on the line every time they are on it."

Specifications, criteria and sets of standards for park and industrial playground equipment are long overdue. This is partly due to the fact that the industry is actually less than 75 years old, and has been interrupted several times by war.

But, Mr. Curtis says, "We in public recreation have been beating the drum for people to use recreational and playground equipment for years, but we have been promoting more use with no assurance whatsoever in regard to the safety of the equipment we want the people to use more. So it's our fault, too."

The directors of recreation programs have been so busy developing programs and parks, they have ignored safety engineering and design in the equipment installed, according to Mr. Curtis.

A sales administrator and safety engineer for a leading playground equipment manufacturer said that his company has always been promoting an independent research organization to establish safety standards for the playground industry.

"In addition to testing existing equipment it would also enable those people who wish to introduce new designs to have a place for evaluation," he says. "It would eliminate new designs that might be impractical or hazardous for the industry."

Playground equipment safety-design and installation is an area where consumers have practically no protection at all. Things are in a mess, with many archaic, confusing and conflicting city codes or regulations, according to Mr. Curtis.

"Playground equipment manufacturers need sets of standards to go by that are all-encompassing to remove any danger in playground equipment and bolster the benefits of good safe, healthful recreation and fun for all children."

Call for Industry Standards

Curtis feels that a joint board, consisting of three to five agencies such as NIRA, NRPA and AAHPER should be formed to carry out two major functions:

1. Thoroughly research safety-engineering and safety-design in the construction of playground equipment and establish sets of safety standards for manufacturers.

2. Test existing playground equipment and new designs and give the board's safety seal of approval to the equipment that passes in the areas of safety design, construction and installation.

Mr. Curtis hopes that in a year or two a physical center for research something like an Aberdeen proving ground—only for recreation equipment—will be in operation to actually and physically test all kinds of recreation equipment to see if it

meets established safety standards.

For instance, playground equipment would actually be set up at this center and run through extensive tests and experiments. Then the safety board, if the equipment passes all the tests, would give a seal of approval similar to the Good Housekeeping Seal of Approval or the Underwriters Laboratory seal of approval.

The sales administrator asserts that all equipment manufacturers and the recreation industry in general should wholeheartedly back a proposal of this sort.

"Firms with no regard for the safety-engineering and design of their playground equipment are detrimental to the whole recreation industry," he says.

Until national safety standards are established, here is a list of safety standards to look for when purchasing playground equipment, according to a leading recreation equipment manufacturer who has pioneered safety-engineering and safety-design for over three decades.

Swings

1. Molded rubber swing seats—these will not cause injury if a child is struck in the head by the swing seat. They are also pinchless, splinter-less and prevent slipping and sliding out of the seat.

2. Bright leg poles—they are an instant alert for running youngsters.

3. Non-twist hanger rods—prevent sideswipes and twisting.

4. Wrap-around swing hangers—prevent wraparounds, stunting and finger pinching.

Whirls

1. Enclosed centers—seal off all moving parts.

2. Domed center—still greater safety acting as a centrifugal force regulator, allowing children to slide off easily if the whirl gets going too fast for them.

3. All-galvanized die-formed non-skid steel floor plate—prevents slipping and rusting.

4. Die-formed edges—rounded for safety and will not break.

Slides

1. Canopy at the top of the slide—forces stand-up sliders to

sit down to slide.

2. Tunnel canopy—keeps slide bed cooler and cleaner.

3. Deep-channeled chutes—gives sliders a safer, more secure slide as they zoom around spiral slides.

4. Big rounded hand rails—for a sure grip and no sharp edges to snag clothing and cause falls.

5. Large enclosed non-skid galvanized steps—for safety in climbing to the top.

6. Big top platform—with plenty of room for the slider to position himself safely.

Climbers

1. Fall-free design—built so that a child will not strike metal on his way down if he takes a tumble.

2. No sharp corners or dangerous protrusions.

Most equipment where height is involved requires a padded surface for accidental falls designed into installation.

The positioning of playground equipment for maximum safety and fun should not be ignored, either:

1. Slide bedways or runways should never be placed in the path of swings.

2. Climbers must be away from concrete.

3. Platform equipment, like forts or mock treehouses, require more ground space for the action around this equipment. If the area cannot be fenced, the action area of the playground equipment should face away from the streets. ■



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Photo courtesy Monogram Industries
Clean, comfortable flushing systems like these in use at a national golf tournament are available to recreation directors. As an alternative to the cabana-type facility, there are new trailer-mounted restrooms.

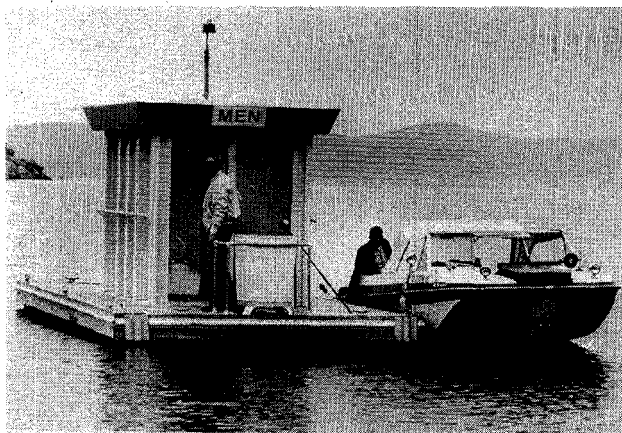


Photo courtesy Monogram Industries
Boaters and fishermen avoid pollution by using floating restrooms fitted with these chemical flushing toilets. The compact units may be adapted to all recreational purposes, from company picnic sites to large irrigation reservoirs.

The Answer to Your Outdoor Sanitation Problems

By Mort Kay

What do a golf course, ski resort, large lake and highway rest stop all have in common?

All of them are using self-contained, flushing toilets that do not require connection to sewer or pressure water systems to answer their sanitation requirements.

By utilizing this jet-age technology to solve public sanitation problems, it is possible to turn unproductive vacant land into a campsite or mini recreation area.

Originally conceived and manufactured for commercial jet aircraft, the self-contained, flushing chemical toilet was popularized during the last decade in recreational vehicles, commercial and pleasure boats, trains, buses, hospitals and vacation homes.

The same proven principles, adapted to meet the demanding requirements of public sanitation, have provided a viable alternative for parks, playgrounds, picnic areas, ball

fields and other recreational sites. What makes the self-contained sanitation systems especially attractive to recreational facilities managers is a dramatic reduction in installation costs. These reductions are realized since the self-contained systems do not require connection to expensive sewer or pressure water lines. They also solve numerous other problems, such as:

Problem: How do you handle the temporary sanitation

facilities. However, ground conditions or new legislation disallow the use of septic tanks.

Solution: By installing chemical flushing toilets, ski resort operators are able to satisfy the sanitation needs of their sophisticated skiing audience and eliminate any environmental problems.

Problem: A large recreation lake is used for irrigation purposes, lowering the water about 120 feet during peak seasons. Public toilets along the banks become virtually inaccessible.

Solution: Self-contained sanitation systems have been adapted to floating, anchored barges in strategic locations throughout the waterway. Boaters, fishermen and water skiers may tie up briefly to the site.

Problem: A highway rest area utilized conventional flushing toilets and septic tanks. The standard toilets required approximately five gallons of water per flush, thereby exceeding the capacity of the tanks. Budget

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requirements when 10,000 fans invade a golf course for a national tournament?

Solution: Many courses are using portable outdoor flushing sanitation systems spaced over the links at convenient locations (or portable trailer-mounted restroom facilities).

Problem: Masses of people flock to a new ski resort necessitating additional sanitation

(continued on page 34)

Short course ...

(continued from page 23)

built have a combination such as this.)

Imaginative Use of Land

One example of imaginative use of land is the double course designed in California. (Rollinghill Country Club and Estates) The layout is 6550 yards and plays a 72-par. The first and tenth, second and eleventh holes, etc., use the same fairways, but in opposite directions. A mathematician figured out the tee times so opposing foursomes would not be hitting balls at one another. (This was based on no delays with lost balls due to a hook or a slice.) This shows what can be done to adapt land to golf course use.

Boyne Country in Boyne Mountain, Mi., presents another interesting use of land. The facilities include three championship (regular) courses and two nine-hole Executive courses. (The Executive Course consists of two par-4 and seven par-3 holes.)

Zig Bulanda, marketing director for Boyne Country, gave this rationale for the layout: the longer courses present a challenge for the more experienced golfers, while the Executive courses are used by beginners and intermediate golfers. Some features of the championship courses are included, such as trapped greens and strategically placed water hazards. These help to bring golfers along so they can cope with the challenges of a full-length championship course.

In the winter, the facilities are used for winter sports, with an emphasis on skiing. This provides year-round use of the land.

Conclusion

Typically and historically, a country club course of regulation length is not a profitable investment.

"...the income from club or course operations is usually sufficient to maintain and

operate the property, but not sufficient for a return on the investment in land and facilities." (Guide to the Analysis of Golf Courses and Country Clubs, published by the American Institute of Real Estate Appraisers.)

It is much more likely that an Executive or par-3 type golf course will show a return on invested capital. If a company has a need for a golf course in its recreational program, it should consider the following alternatives:

(a) A regulation course, which more than likely will need some form of subsidy.

(b) A par-3 or Executive program, more likely to be self-sustaining and even show a profit.

(c) Purchasing or renting a public or private course for league use. ■

Rodeo . . .

(continued from page 17)

schedule ahead for the completion of an arena for just this type of activity.

The "mini" stadium (part of a long range plan) seating 3,200 people, and located in a natural Amphitheatre, was erected by the S.E.R.A. staff and company-owned equipment. The Telephone and Electric Company provided and dropped at the site poles which were used by placing them on the bank which had been previously graded with this project in mind. The seats were made with two by twelve inch lumber.

This development is part of a long range plan in developing a large area for club, departmental and divisional outings, musicals, horse shows and the Annual Rodeo. The area is secluded and away from the beach and family picnic and game facility. It is immediately adjoining a parking lot which will park 1,400 cars.

This facility, as are all facilities, is scheduled by committees through the Employee Activities Office, thus eliminating duplication and seeing to it that

proper planning and promotion is guaranteed.

A general committee was selected to cover all phases of the promotion; also, there were chairmen (who selected their own local committee) in every town and village. The news media gave tremendous coverage.

The advance sale guaranteed a success for the first one-day Rodeo (it is now two days), even though there was a steady downpour from 10 a.m. until 6 p.m. Over 2,000 people stayed through the complete performance. Cowboys with long experience observed, "To have an audience on a day like this is unheard of." They also remarked, "I want to put on a good show for these wonderful people." They did it in a downpour and a very heavy and muddy field.

The purpose of the Rodeo is two-fold. First, it is the intention of the sponsoring organizations to bring an outstanding program to the community, where folks might never have the opportunity to witness such a "spectacular", namely a Rodeo. Secondly, since it is now a two-day Rodeo, the proceeds are divided equally between the Area Campership Fund and the Central Valley Drug Help Committee. The members of these two organizations have been of tremendous help in bringing this venture to a highly successful conclusion. The amount of money presented to the two organizations is their highest single donation.

A Rodeo was a new experience for almost everyone involved. However, the Committee was highly complimented by the Cowtown Rodeo, which provides the stock and enclosures. The cowboys, who come from all sections of the country, several of whom were among the top money winners nationally, were more than complimentary in their remarks.

The response to the Rodeo has been well beyond expectations, and many "pros" remarked that, "the complete success of a first Rodeo, with only a few months in which to prepare, was almost unheard of".

The 3rd Annual Rodeo is expected to be an attraction on a much broader scale. There has been some talk of a third performance—a Friday night under the lights. ■

Meet Your Board



Arthur L. Conrad (CIRA)



Art Conrad attended the NIRA national conference in Detroit in 1960 to see what NIRA might do to help the Flick-Reedy Corporation. With that company for several years as Vice President for Employee and Public Relations, his duties then and now include the recreation programs of the corporation. Art recalls winning a leather golf bag at that conference, and returning to Chicago impressed with "the professional know-how of the potential assistance that NIRA offered to small corporations." Twelve years later, Flick-Reedy has won four Helms awards and Art has been a member of the association's Board of Directors for many years, now serving his second term as Vice President for Public Relations.

Art was in on the original planning for the present Flick-Reedy plant and all its facilities twelve years ago. This included the swimming pool, tennis courts and other outdoor facilities, as well as the company's multi-purpose auditorium indoors. Basically, prior to his coming to Flick-Reedy, the only activities were a Christmas party, a picnic and bowling. He has been involved in developing all other aspects of the current program.

Art has a masters degree in education, as well as a law degree. Outside of his recreation activities, he is a member of the Illinois State Chamber of Commerce, Navy League of Chicago, the Heart Association and the Notre Dame alumni club, among others.

Michael A. Fryer



In his two and one half years as Executive Director of NIRA, Mike Fryer has put to use every aspect of his varied education and professional background—from college athletics to municipal recreation administration. He graduated with honors for a Master's degree in education, and is now working on a second Master's in business administration. He utilized the latter to revolutionize NIRA's bookkeeping and computerize membership lists. Mike's experiences on the faculty of the

U.S. Naval Academy and Special Services recreation for the military have provided him with insight and practical planning methods for NIRA tournaments, educational sessions and intern program. As Executive Director, Mike has also upgraded RECREATION MANAGEMENT, both editorially and in advertising; national conference attendance has increased and the association as a whole is on a sounder footing financially.

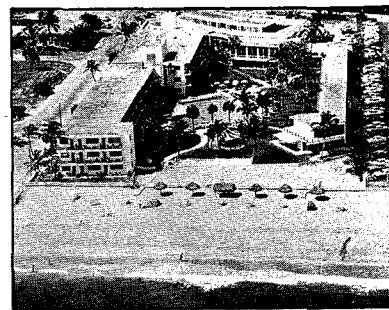
Looking to the future, Mike sees NIRA as "a great source of information on all aspects of industrial recreation, with further assistance to companies in establishing and improving programs." He expects the next few years to bring a high turnover of personnel among professional recreators; a research foundation study showing the average age of a recreation director to be 44.4 suggests a high retirement rate in the next decade or so, and young professionals will be placed in those positions.

More facilities built by clubs themselves (with management supervision) and broader expansion of programming into the cultural and social areas are also on the way, he believes.

In every case, Mike is optimistic and enthusiastic about his work with NIRA and the association's place in today's industry.

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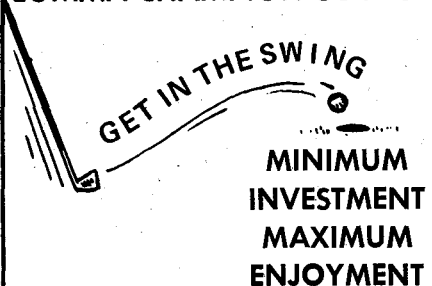
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TOURNAMENT TOPICS

Look At These Prizes!

NATIONAL PRIZES:

1st Place—

A Caribbean Holiday

The National Champions of the NIRA Postal Duplicate Bridge Tournament for this season (one pair) will receive a one-week expense paid vacation to the sunny, tropical Caribbean.

They will enjoy luxury hotel accommodations and air travel compliments of NIRA. This trip to the West Indies will be a most memorable vacation for our top bridge players in North American industry. Its quiet, its loud, its coconut palms, its underwater reefs, its sun, its sand, its elegance and its easy living all make this Caribbean vacation the greatest of grand prizes.

2nd Place— One pair will each receive a \$100 U.S. Savings Bond.

3rd Place— One pair will each receive a \$50 U.S. Savings Bond.

4th Place— One pair will each receive a \$25 U.S. Savings Bond.

Regional Prizes— A beautiful bridge table and chair set for each member of the Top Team in each of the eight regions (total of 16 sets of quality bridge equipment) from Cosco Household Products of Columbus, Indiana.

Your team's \$1 entry fee can bring a trip for two to the Caribbean!

HERE ARE THE DEADLINES:

JANUARY 14—Postmark deadline for receiving entries from NIRA member companies. Applications to sponsor a local game at your company must be postmarked by this date.

JANUARY 15 through FEBRUARY 28—Tournament period. Play may be held on any regularly scheduled bridge night, simply by designating it "NIRA night". Player cost is minimal. The following may form part-

nerships; active or retired employees of NIRA member companies, immediate relatives or widows and widowers of same, associate members of NIRA and affiliated bridge clubs.

MARCH 3—Postmark deadline for receiving local tournament results. These must be sent no later than 72 hours after the local tournament is held. Percentage scores of the top two pairs in each local game will be matched against winners from other games in each region to determine regional champions and runners-up and against all other regional top two pairs to determine first-, second-, third- and fourth-place national champions.

MARCH 12—Announcement made of winners of tournament to member companies and NIRA.

To enter, contact Walter C. Fenton, Jr., Room 832, Ford Motor Company, The American Road, Dearborn, Mi. 48121.

LAST CHANCE FOR PHOTO ENTRIES

Raking leaves, kids at touch football and bobbing for apples at Halloween parties—these are all perfect subjects for photographs your employees might submit in the NIRA Candid Camera Photo Contest, which ends December 31st.

Get the entry blanks on bulletin boards or out to your company's Camera Club before it's too late to enter. Black and white or color prints of any activity showing "Recreation in America" may be entered.

Mail your probable prize winners to Jim Moyer, contest coordinator, at Eastman Kodak Company today! Enclose \$1 with each print and mail at once to Jim at Kodak Park Division, Rochester, N. Y. 14650.

'73 TOURNAMENT NEWS

Rifle and Pistol: Women's Lib hits NIRA tournaments as a special division for the women has been announced for the '73 Rifle and Pistol tournament. Gals will compete individually, though not in teams, this year.

Bowling: This year's second annual mail-o-graphic bowling tournament will be conducted in early spring, while company leagues are still in progress.

Miss NIRA: A deadline of February has been announced for entries, again this year to include color photos.

Home beautification: NIRA company members, especially in the colder parts of the country, have largely completed ordering for the '72-'73 program. Now don't forget to snap those prize-winning pictures next spring!

Texins ...

(continued from page 4)

to management and mobile exhibits in all five company cafeterias."

The end result was the sale of 1677 of the New Master Memberships (many to management), yielding \$34,612 in new income to be shared among all activities on the basis of enrollment and need.

Activities boomed, with these 1677 enrolling in 6197 clubs / leagues / classes, a ratio of 3.69 each versus the 1970 ratio of 1.205 each. Additionally, individual enrollments totaled 4,022, versus 7892 in 1970 when this was the only class of paid membership. The Grand Total of paid enrollments thus increased to 10,219, while the work force remained at the 18,000 level.

Besides the extra income, the plan has increased TA involvement among employees, family members and guests. The card holder had eligibility for participation in all activities at one low cost. The enrollee could participate in each of the major leagues, for instance, once per season without additional fees for leagues or use of facilities.

Low cost/high usage

Fishel calls the Texins a "low cost and high usage" operation and estimates members devoted two-thirds of a million spare-time hours to Texins activities last year.

"What is critical in determining whether a company has 'just a recreational program' or an outstanding recreational program," Fishel adds, "is experience in the marketing skills: market research, sales, sales promotion, public relations, advertising, communications, etc. And if you're riding herd on a staff of people, several million dollars in capital investment and a yearly cash flow approaching a million, you have to be equipped to mind the detail of monitoring these aspects via conventional supervisory and control techniques."

Fishel and the Texins Association seem to have met their challenge. The program is outstanding, and a perfect example of how to make a program "go" and succeed. ■

Golfing Indoors . . .

(continued from page 18)

The dividends that a fringe benefit like this pay back in improved morale alone are worth the investment. Industrial psychologists agree that happy employees are more productive employees.

The success of these indoor golf systems has been attested to in Life, The Wall Street Journal, The New York Times and the Washington Evening Star. As an example, the Wall Street Journal commented:

"The latest in space-age recreation is an indoor computerized golf center that brings all the free-swinging outdoor action of the sport inside for year-round enjoyment—or frustration—by confirmed golf addicts. Golfers' response to existing centers, particularly in the winter, has been spectacular."

Over 1,000 of these centers have been placed throughout the world, with more on the way. Industry has become fascinated with the possibilities of indoor golf in helping ease the frustrations of today's work. Golfers are learning, much to their satisfaction, that they can practice their game in the off-season, while their playing partners are watching football.

Indoor golf systems are, in short, ideal for teaching the game, practicing it in the winter and effectively relieving industrial tension. ■

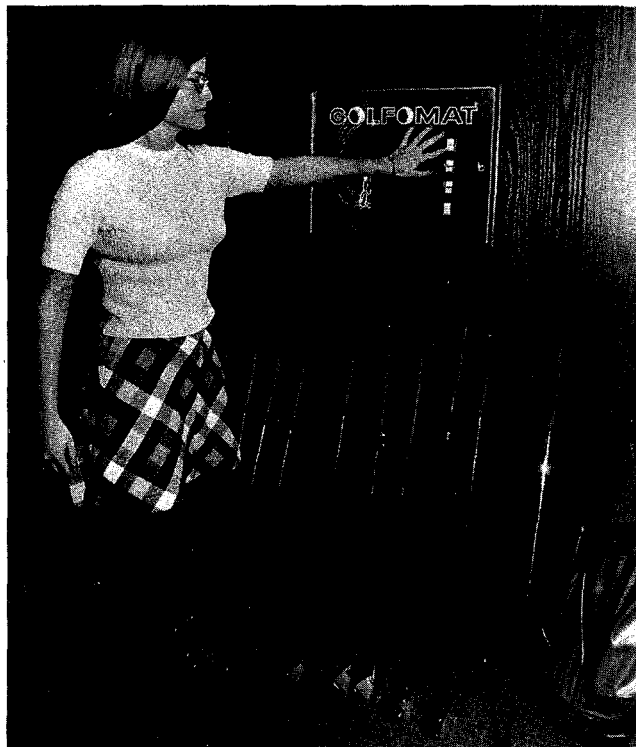


Photo courtesy Golfomat

This young lady shows how anyone can pick the game with these indoor golf systems—tournament, regular or driving range. Either choice is yours at the touch of a button on this unit.

May 18-23, 1973



Professional Services Directory

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Outdoor Sanitation . . .

(continued from page 29)

limitations restricted connection to a nearby sewer system due to a projected cost of approximately \$150,000.

Solution: Self-contained outdoor flushing systems were installed. Waste output was dramatically reduced and thus the existing septic tanks were capable of handling the effluent. The taxpayers saved over \$150,000, since there was no longer a need to connect to the

sewer main.

Sanitation experts generally agree that the most common forms of equipment for campgrounds and other recreation areas are:

- Pit privy
- Chemical toilet
- Holding tank
- Septic tank and drainfield
- Recycle system with holding tanks and storage vault.

Washington study

These and other methods were examined and defined in a study prepared for the Washington State Highway Commission by the University of Washington, Department of Civil Engineering.

The report's authors were

conclusively in favor of the recycle system. They wrote: "...waste-water might best be handled at this point in time by use of recycling toilets with vaults to store periodic discharge from the recycle unit holding tanks."

The report explains the use of the Jet-O-Matic sanitation system, manufactured by Monogram Industries, Inc., in recreation areas:

"After approximately 1,000 uses, the unit will contain about 62 gallons of waste material. The waste material is dumped or pumped out and the unit filled with clean water for rinsing and flushing. After removing the cleaning water, the unit is recharged. Thus about 1,000 uses will generate approximately

125 gallons of wastewater for disposal versus about 5,000 gallons using a conventional flush toilet.

"Each time the toilet is flushed, a deodorant chemical is automatically metered into the system from the chemical reservoir. The purposes of this chemical compound are to: act as a deodorant, disinfect, inhibit anaerobic bacterial growth, act as a detergent-surface tension reducing agent and provide an aesthetic coloring effect."

Different models are available for indoor or outdoor use. They vary as to use capacity.

Who uses systems?

Today, users of these systems include not only the National Park Service, Forest Service, Bureau of Land Management, Army Corps of Engineers and other governmental agencies, but also private recreational areas as well. Weyerhaeuser Corp., a northwestern lumber and paper manufacturer, has purchased six models for their 60-acre campsite which the firm maintains not far from Tacoma, Wash., for use by both employees and other campers.

Ski resorts from Vermont to California have found these sewerless systems eliminate high-cost installations.

Most river expedition firms carry one or more of the smaller toilets on each trip down the Green and Colorado rivers as recommended by the National Park Service.

After extensive testing, government agencies installed the systems in Yosemite National Park, Acadia National Forest, Black Hills National Forest, Glen Canyon National Recreation Area and more than 50 other landmarks of our national heritage.

Small vacant sites in industrial developments may now be transformed into ballfields, swimming holes, picnic areas or even "mini parks" by alert recreation directors. ■

Mort Kay is the Director of Commercial Sanitation Products for Monogram Industries, the world's largest manufacturer of self-contained sanitation equipment.

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MARCH	Warm Weather Activities with Equipment Planning Guide*
APRIL	Physical Fitness Programs & Equipment Planning Guide*
MAY	Annual NIRA Conference Preview
JUN/JUL	Fall & Winter Activities with Equipment Planning Guide*
AUG	NIRA Post Conference Report and Annual Awards Features
SEPT	Employee Group Travel with Itinerary Planning Guide*
OCT	Handicrafts, Hobbies, Cultural Activities and Employee Clubs
NOV	Recreational Facilities Issue with Construction & Development Guide
DEC	1973 Buyer's Guide and Directory with Planning Guide*

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Also: What to Look for at a Golf Meeting Site; Profiles of Certificate of Excellence Winners; The Resurgence of Games; Guidelines for Recreation Association Newsletters...AND MORE.

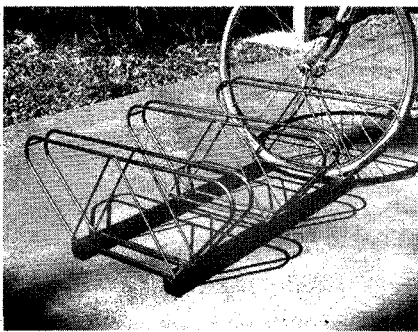
It pays to advertise

in the pages of

RECREATION

MANAGEMENT

new products



1 Steel bike stand

Here is a very functional, modern-looking bicycle stand, designed for ten-speeds with wheels from 20 inches up. Sturdily constructed from thick steel rod, all seams are welded.

The stand measures 10 inches high by 25 inches long and weighs five pounds. The finish is a high chrome plating which is attractive and weather-resistant. The stand can be portable or nailed down.

2 Upright carpet vac

This new upright vacuum is for fast, thorough cleaning of large carpeted areas. The heavy-duty vac cleans a 22-inch swath picking up pins, paper clips, sticky price tags, imbedded sand and dirt. It cleans to within one half inch of baseboard.

The unit has a 1 hp vacuum motor and a separate 1/4 hp motor driving the beater brush. The six-inch solid rubber wheels and two-inch ball casters up front provide maneuverability usually found only in smaller vacuums.

An outstanding feature of the new vac is the two-section brush which permits replacement of

bristles without removing the complete brush assembly. Accessories are available for cleaning walls, ceilings, drapes and furniture.

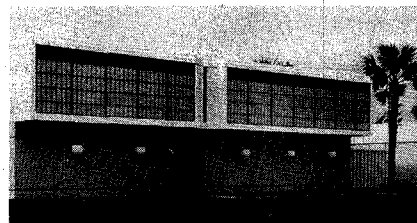
3 Small striper

The "Mini Stripper" is a new, compact, economical aerosol striper that uses just one can of paint to do all striping jobs, inside or out.

It has a windscreen for striping outside—parking lots of asphalt or concrete surfaces. It makes sharp, clean lines on any surface, even grass.

The striper also meets new OSHA standards for inside striping of factories or warehouses.

One case of paint will strip a line approximately 2,400 feet long. Chose from six different colors.



4 Office building, school or jail?

The Martin County (Fl.) Sheriff's Department and Jail may present the exterior appearance of an office building, a school or a jail. However it is, and meets all the criteria of, a modern detention and rehabilitation center. To achieve this fresh image, the architect chose the patented Kalwall System, a sandwich panel

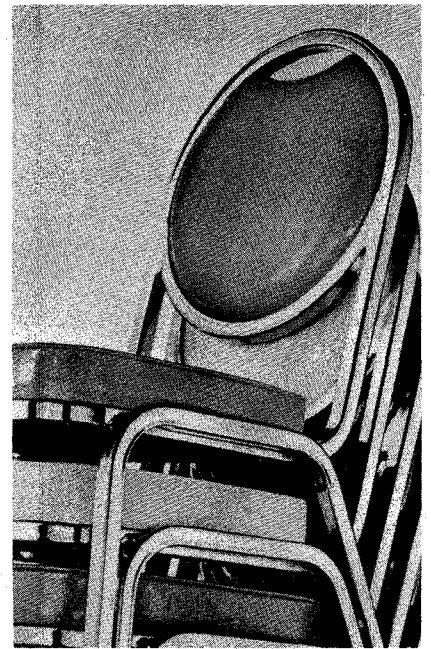
construction, formed by permanently bonding reinforced translucent fiberglass sheets to a grid core constructed of interlocked aluminum beams.

Its extreme light weight and the wide range of colors and sizes available make the system adaptable to the most innovative designs.

The architect attested to the system's strength when he chose it for the exterior walls of the jail. This also permitted maximum natural illumination and privacy for the inmates while keeping out the hot Florida sun. Although only two and three-fourths inches thick, the insulation value is the equivalent of 30 inches of poured concrete.

Yet variations in design, such as the cantilever facade of the jail, pose no construction or cost problems. A few workmen with simple tools are all that are necessary.

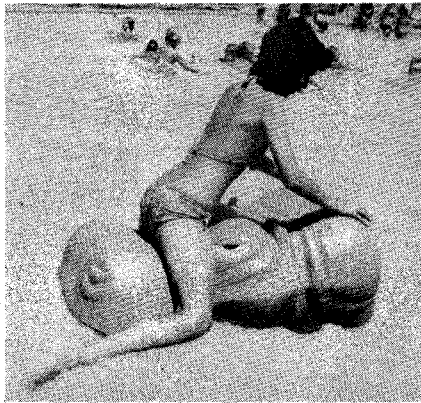
Once installed, the system requires only minimal care and its super-smooth surface means rain keep the outside clean.



5 Stacking chairs

Portable compact seating for banquets and meetings is now found in the form of these upholstered stacking and dining chairs, plastic shell stacking chairs and multiple seating units.

The chairs are featured with chrome or enamel frames in an almost unlimited selection of fabrics and vinyls. There is a rainbow of colors with a wide selection of accessory options.



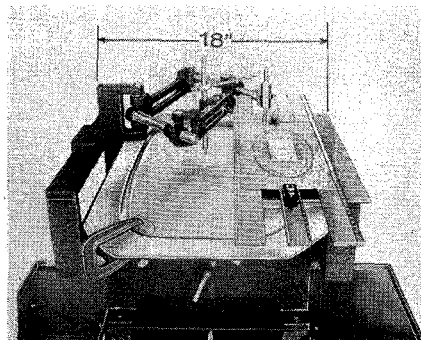
6 Poolside pets

These high-grade plastic animals are the perfect pets for pool or patio. They are designed for fun use indoors or out at recreation and park facilities. Children and adults alike will enjoy Heather the Hippo and Piper the Pelican, and they're useful, too, as ice or toy chests when opened up.

7 Ticket dispenser

Installation of this automatic ticket dispenser can be profitable for your facility. Rental tickets are issued automatically through a jam-proof mechanism with the deposit of the correct fee. The machine can handle any combination of coins automatically, thus eliminating the need for extra personnel and simultaneously protecting revenue.

The compact unit can be placed away from major traffic areas. It has a ticket capacity of 4,000, with storage space for 8,000 more tickets.



8 Shallow engraver

This floor model engraving machine is specifically designed for precision shallow engraving jobs.

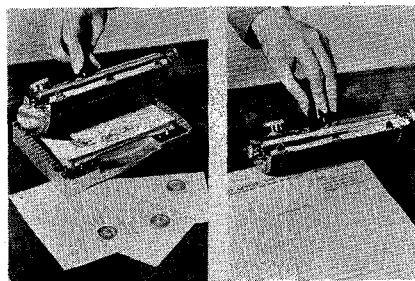
Pantograph reductions are 1.6 to one to seven to one. The unit measures 24 inches long by 26 inches wide by 55 inches high and weighs 240 lbs.

The model includes diamond-drag spindle, diamond cutter, copy holder, template clamps, plate clamping vise, tracing stylus, complete set of wrenches and operating instructions.

9 Game area care

This machine directs a stream of high-velocity air across court surfaces to easily blow away dirt, dust, leaves, water puddles and debris.

A special feature is the adjustable air chute.

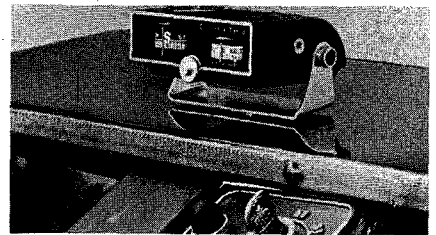


10 Prints on anything

This portable printer does all the little jobs around the office, store, plant, club or house.

It is the fastest, cheapest way to print postcards, labels, tags, shipping instructions, pricing info., etc. It prints on letterheads, packages, brochures, price lists or messages.

The kit includes the post card printing base, storage cabinet and a supply of ink, stencils, writing stylus, etc.



11 Compass-thermometer

The ideal accessory for snowmobiles, boats, cars or campers. This combination compass-thermometer mounts with adhesive or screws, and comes equipped with battery.

new products

R/M 11/72

☐ Please send more information on the new products circled below.

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11

☐ Please enroll me as a new subscriber to R/M. (One year—\$5; two years—\$8; three years—\$10)

☐ Please send more information on NIRA membership (specify 'company', 'associate', 'individual' or 'student').

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Company _____

Address _____

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SEND COUPON IN ENVELOPE TO:

Michael C. Luckenbach, National Sales Director, NIRA, 20 N. Wacker Dr., Chicago, IL 60606

Associate member mailing service

The national office of NIRA announces a special service to associate members.

NIRA headquarters will address your envelopes to our company members at no cost. This will save your secretary many hours of typing and speed up your communication with the industrial recreation market. Simply mail your empty envelopes to us and we will use the Scriptomatic machine to address them, then return them to you, collect.

Headquarters Secretary Carol Reeves handles all associate member addressing services. Carol is shown working on a typical addressing operation.

"The associate member mails us the amount of envelopes needed for his mailing, indicating which mailing list he wants the envelopes addressed to," she



Carol Reeves

says. "We have two lists: one of voting members (one vote per corporate membership) and one from the magazine computer list."

The first list includes those 700 corporations and directors listed in the association's membership directory. It is

available to any associate member.

The second list contains about 8,000 names, all the corporate members, their branch recreation programs and the companies on the controlled portion of the list. These controlled are companies receiving mailing services with the intention to bring them into voting membership. Associates may have access to this list by advertising in 10 issues of R/M over a 12-month period.

"Some members want their mailing to go only to certain categories," Ms. Reeves says. "For example, the associate member may be somewhat local and wish only to reach those companies in certain regions of the country, say the West Coast. We can isolate such regions when indicated."

Envelopes will be addressed within one day after they reach NIRA headquarters. The machine can accommodate envelopes as large as 10 by 13 inches.

Take advantage of this valuable service. Contact national headquarters as soon as possible. ■

Morocco . . .

(continued from page 7)

At the foot of the Koutoubia mosque is the Djemaa El Fna open square. This square is the center of Marrakesh, and animated by crowds of people. In the daytime it is occupied by merchants. Later it makes Marrakesh a town of the Thousand and One Nights, with its singers, dancers, story-tellers and acrobats putting on a show that has been running daily for centuries.

Every year the Moroccan National Folklore Festival in Marrakesh brings together folklore troupes from all the main tribes in the Kingdom to make a spectacular show organized in the ruins of the Badi Palace in April.

The Festival is a display of dazzling songs, dances and music preserved intact for

centuries. To see each item separately would require travel of hundreds of miles. Here in a single evening they can all be seen together, transformed by lighting effects and old costumes into the celebrations of dynastic times.

Other fairs throughout the country include the Casablanca International Fair every April, the Date Festival in Erfoud, Cherry festival in Sefrou, Olive Festival in Ouezzane and Snow Festival at Michliffen.

About 48 miles from Marrakesh along the Ourika Valley is the winter sports resort of Oukaïmeden, located at an altitude of 7,742 feet. It boasts the highest ski-lift in the world—10,498 feet. The resort has several hotels and restaurants.

Between Marrakesh and Ouarzazate over the Tizi N'Tishka pass, a turnoff leads to Tazzerte. Here a big market is held every Monday. Tazzerte is notable for its four kasbahs of fairly recent construction.

The route between Marrakesh and Fez is particularly pic-

turesque. Some 34 miles from Marrakesh the road goes through the village of Tamelett, the point of departure for two excursions, one to Tanaut, Azilal and Bin El Ouidane, and the other to the high mountains to Demnate.

The Bin El Quindane reservoir draws numerous water sports fans. It is a big lake suitable for boating and sailing, with good angling possibilities.

Lovers of mountain scenery will prefer Demnate, a small town of 10,000 built on the flanks of the mountains. Its houses of ochre adobe are built inside a rectangular enclosure with battlements and crenellations which also defend an interesting kasbah. Another curiosity in the area is Imi N'Ifni natural bridge located four miles from town.

European chroniclers and historians of past centuries called Marrakesh "Marocco", and indeed it is a focal point for travels throughout the golden land at the edge of the great desert. ■

GOOD THINGS TO READ

Play Better Golf. John Jacobs, the pro who coached the British Walker Club team to victory over the Americans in 1971, has written this 96-page paperback for the average golfer. Jacobs' objective is to turn every reader into a consistent low eighties player, by means of illustrated techniques and problem-solving. \$1.45. Arco Publishing Co., 219 Park Avenue South, New York City. 10003.

Bicycling. One of the co-authors of this compact guide is Keith Kingbay, the humorous and inspiring panelist at June's national conference in Oakland. His love of the sport comes through in the book's highly readable style, covering history, selecting and caring for a bike, rules and skills, where to ride and a helpful bibliography of books, periodicals and organizations. Suitable for ages 12 and up. 120 pp. \$1.50. Golden Press. 850 Third Ave., N.Y.C. 10022.

A Law for Wildlife. This model state nongame and endangered species law was developed by the International Association and the Wildlife Society. Its purpose is to seek enabling legislation to manage our nongame wildlife on a state level. Free to readers on an individual mail request basis only. Dr. Kozicky, Director of Conservation, Winchester-Western Div., Olin, East Alton, Il. 62024.

Great Tennis Resorts of the World. Tennis groups on the go can decide which direction to travel by reading this 150-page paperback. Handy reference data on courts, fees, seasons, in 15 states and 15 countries. \$3.95. Feron's, 55 East 44th St., N.Y.C. 10017.

How to Be a Tour Director. A home study course offering "everything you need to know" about tour procedures and problems for air, rail, bus and cruises. The 11-lesson course includes quizzes, sample forms and photographs by the author, Dorothy Maher, an experienced international tour conductor. \$39.50. Maher Travel Publications, P.O. Box 9345, San Diego, Ca. 92109.

Denali 1972. The new hunting annual published by the National Rifle Association, features articles on wildlife and a current listing of North American guides, shooting preserves and other services. \$1.50. NRA, 1600 Rhode Island Ave., N.W., Washington, DC. 20036.

Outdoor Tips. 186 pp. illustrated with drawings and written by L.W. Johnson, Robert Elman and Jerry Gibbs. This is the fifth completely new book of the Remington Sportsmen's Library. Subject matter treated includes hunting, fishing, conservation, boating, camping, recreational vehicles and outdoor cooking. \$2.95. The Benjamin Company, Inc., 485 Madison Ave., N.Y.C. 10022.

Ideas for Swimming Pools. This full-color brochure shows design applications of ceramic materials for institutional pools. It contains photographs of more than twenty outstanding pool designs, including open air, indoor, recreational and therapeutic. Free. Amsterdam Corp., 41 E. 42nd Street, N.Y.C. 10017.

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Multi-purpose ...

(continued from page 25)

is faced with a problem when a seasonal change makes a projected land use unusable. In such a case, the program must recognize this and provide for change-of-season use.

To use a golf course as an example again, winter may make properly arranged water hazards available for ice skating, and the fairways available for sledding or ski touring. Snowshoeing and snowmobiling activities can operate with other winter sports with the clubhouse as base. Ski tows often are used for summer observation lifts and access to remote mountainous areas.

Enclosed space can solve the problem of all-year usage for many types of recreational needs. The cost of structures, however, is a factor which must be considered as the first stage to establish the feasibility of this approach. In programming enclosed facilities, multi-purpose use of interior space is generally a very effective way to stretch construction dollars in housing

several compatible activities within a single space, if schedules permit.

Fieldhouses can be effectively used as auditorium space where design of space, finishes, acoustics, heating and ventilating recognize the need. Dining, dancing, conventions, exhibits, festivals and many other uses can share the fieldhouse space needed by indoor athletics. Proper design and placement of movable walls and folding partitions can readily convert space to different sizes for different purposes, limited only by the imagination of the users. If the needs are properly identified and programmed, design can generally satisfy the requirements for multi-purpose use of space.

Share with community

In any discussion of multi-purpose use of land and facilities, consideration should be given to shared use of developments with school, community, church or other groups. If a proper management system can be organized to control schedules, supervision, maintenance and other operational problems, there are a number of activities of various groups which could share the same facilities. Positive fiscal benefits can accrue by operating on a contract basis. Questions of ownership, capitalization and general responsibility must be faced, but the benefits of sharing major developments should be considerable from an efficient cost and land use standpoint.

A word of caution, however, should temper all considerations of multiple use. The site must be acknowledged regarding the integrity of natural topographic features and its proximity to amenities such as waterfront, open space and mountainous terrain. There can never be a viable plan for recreational use by forcing a selection of uses alien to the desires of the employees or to the natural topography and features of the land. We are always reluctant to cite specific multiple use examples because the danger always exists that these examples will be grasped as solutions to a specific problem, where actually, if a problem were properly analyzed, a far better solution than that given would be developed. ■

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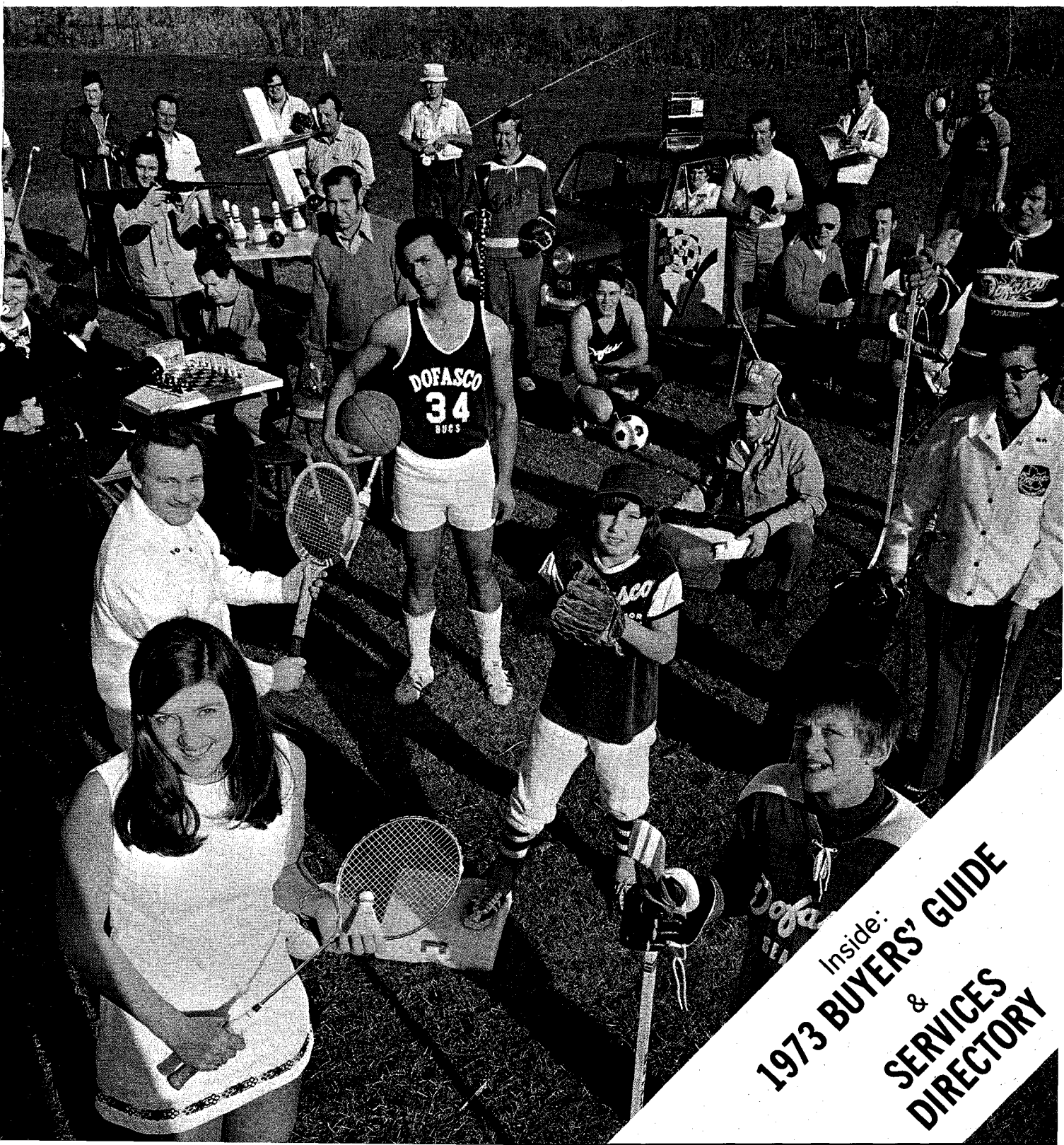
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Photo of the exclusive
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recreation management

THIS ISSUE:

Certificate of Excellence Profiles . . . Games Adults Play . . . Tournament Round-Up . . . Company Newspapers . . . Yearly Index



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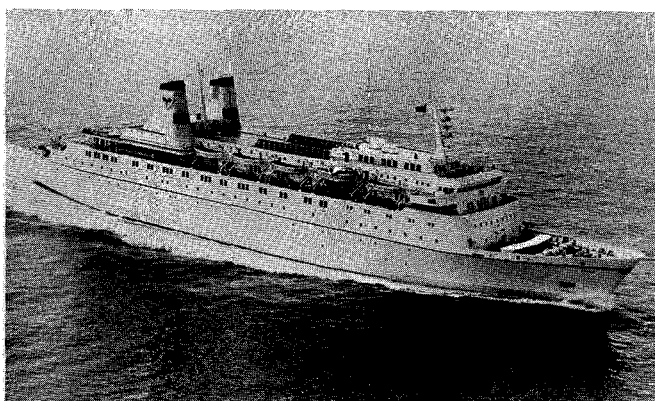


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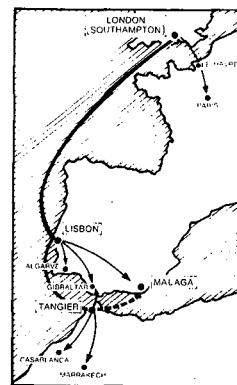
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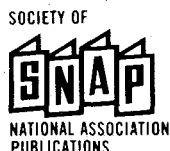
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THIS MONTH'S COVER Photograph was supplied by the Dofasco Recreation Club of Dominion Foundries & Steel Ltd., Hamilton, Ontario. 24 of Dofasco's 35 separate activities are exemplified in the photo, suggesting only some of the great diversity of the Dofasco program.

Dofasco won the United Savings—Helms Athletic Foundation award for best overall recreation program for 1971 and was the first Canadian company to receive that honor.



recreation management

Volume 15, Number 11

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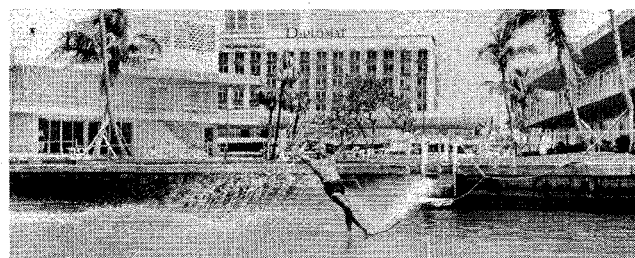


It's A Fun World at the Diplomat Hotel

The Diplomat Hotel in Hollywood-by-the-Sea, Florida, is—recreationally speaking—one of the best-equipped resort hotels in the country.

In addition to two championship golf courses, the sprawling hotel complex boasts twelve all-weather tennis courts, some of which are lighted for night play. And that's not all.

The Diplomat has its own marina, with charter boats for deep-sea fishing or just cruising around the waterways; instructions and equipment for skin and



scuba diving as well as for water skiing; and rental boats for those who prefer to explore on their own.

Nearby are horse and dog tracks, jai alai frontons and the famous Orange Bowl. Also within jaunting distance are such well-known attractions as the Miami Seaquarium, Lion Country Safari, Everglades National Park and John Pennekamp Coral Reef State Park (the only underwater park in the country).

"The Diplomat is a place to play," president Irving Cowan says. "The climate, the activities, the complexion of the entire Gold Coast are such that relaxation comes naturally. It's a fun world."

Not the least of the fun is the so-called high season, when top name talent appears in the hotel's famed Cafe Cristal. Among those slated to appear in the nightclub within the coming months are the Fifth Dimension, Liza Minnelli, Bobby Darin and Engelbert Humperdinck. There's action all year 'round, however, in places like the swinging Tack Room and the sing-alonging Great Years Lounge.

Special package plans are available for groups, with rates varying according to the season. Joe Garcia, U.S. and international sales representative, has come up with some exciting package ideas, including one which features a day's trek by bus—box lunches and all—to Disney World.

Inquiries to the Diplomat about special group arrangements should be directed to Mr. Garcia at The Diplomat Hotel & Country Club, Hollywood-by-the-Sea, Florida 33022. Telephone AC 305-923-8111.

World's Largest Sports Organization for Women

The Women's International Bowling Congress, often referred to as WIBC, is a nonprofit organization founded in 1961. Its purposes have been to adopt and enforce uniform rules and regulations for women in the game of American tenpins and govern its members in sanctioned leagues and tournaments.

WIBC fosters the spirit of good fellowship in the game by offering organizational guidance and supervision. With nearly 3.2 million members, the WIBC is the largest women's sports participant organization in the world.

WIBC functions through nearly 2,800 local associations in the United States and Canada and in several foreign countries where U.S. citizens participate on military bases.

A 27-member board of directors guides WIBC, which has its national headquarters in Greendale, Wisconsin, a Milwaukee suburb. Its president is Mrs. Alberta E. Crowe and executive secretary-treasurer, Mrs. Freda S. Botkin.

Tons of supplies are distributed annually to WIBC leagues and sanctioned tournaments. Services also include high score awards, league awards, counseling on rules and tournaments and bonding programs.

WIBC publishes **The Woman Bowler** magazine, issued 10 times a year, as well as numerous handbooks, manuals, folders and pamphlets. It produces motion pictures and maintains a film library.

A national championship tournament is held every year in a different city in conjunction with the WIBC annual meeting. More than 30,000 women regularly compete in the tournament which runs daily through April and May. More than 2,500 delegates traditionally attend the annual meeting to conduct WIBC's official business.

WIBC also co-sponsors the American Junior Bowling Congress with the American Bowling Congress. Together WIBC and ABC sponsor teams in the international events of the Federation Internationale des Quilleurs, a world-wide bowling organization, and in 1971 hosted the 7th World Bowling Championships of FIQ in Milwaukee.

For more information on WIBC, write to: Women's International Bowling Congress, 5301 S. 76th Street, Greendale, Wisconsin 53129. ■





nira news

Byers on Toledo Bicentennial committee

Mel C. Byers, Coordinator of Personnel Activities at Owens-Illinois, Inc., Toledo, Ohio, has been invited to serve on that city's newly-formed Bicentennial Park Committee.

The committee will meet to "brain-storm" ideas for a park the city plans as part of its commemoration of the country's 200th anniversary in 1976.

This appointment reveals the close bond between recreation at Owens-Illinois and the City of Toledo. What can your recreation association do to help build such programs and facilities in the community?

More active than ever, survey shows

"Eighty per cent of the Mountain States (State Farm Insurance) employees are members of the Activities Association," states President Randy Lee.

"We've definitely had an increase in membership and participation during the past two years."

An opinion survey conducted last spring polled employees for comments on events and their rates of participation.

A count revealed a total attendance of 2,300 for all activities so far this year and the Christmas parties and turkey bingo (considered the biggest events of the year) were yet to come.

Holiday Inns wins family travel award

NIRA Associate Member Holiday Inns of America, Inc. has won the second annual Family Travel Award presented by **Better Homes and Gardens** magazine during November's American Society of Travel Agents World Travel Congress in Las Vegas.

Holiday Inns was recognized as having made the greatest contribution to the development of the family travel market in the past year. The chain was cited for offering quality accommodations in convenient locations, free accommodations for children under twelve, free TV, experienced baby-sitters, inns in historic American cities, good restaurants serving family food and a pool at each inn.

Another Associate Member, Eastern Airlines, received the magazine's first Family Travel Award last year for its "summer to remember" campaign.

GE bowlers meet Yugoslavian team

A group from GE's Cleveland Wire Plant recently bowled against a team of all-star amateur bowlers from Zagreb, Yugoslavia. The team was touring this country under the sponsorship of the Croatian Catholic Union of the U.S. and Canada.

The GE bowlers rose to the challenge, defeating the Yugoslavians in the first of two games. Bowling in two teams of four and three men, the GE teams lost one and won one. In the four-on-four competition they beat the

visitors by 196 pins, 2087 to 1891.

However, in the three-man competition, things were a bit closer. Only one pin separated the winners from the losers, 1613 to 1612 in favor of the men from Yugoslavia.

The bowlers exchanged gifts, and the visitors presented the men from Cleveland with pins of the Zagreb Bowling Club.

Kohler Rifle and Pistol Leagues begin

The regular season for Kohler Company's Indoor Pistol Club begins on January 4, with shooting taking place on Thursdays from 9 to 11 a.m., 3 to 5 p.m. and 7 to 9 p.m. Ammunition and target pistols are provided.

The Kohler Rifle Club shoots on Wednesdays, with the regular season opening December 20. .22 caliber ammunition is provided by the company as well as a target rifle with iron sights.

R/M WELCOMES NEW MEMBERS

RECREATION MANAGEMENT welcomes the following new members of NIRA:

Associate category—Prestige Vacations, Oakbrook, Ill.; General Sportcraft Co., Bergenfield, N.J.; QSP, a Subsidiary of Readers' Digest, Pleasantville, N.Y.; Davis Travel, Inc., Washington, D.C.; State of Michigan Tourist Council, Lansing, Mi. and KLM Royal Dutch Airlines, Chicago, Ill.

Company category—McCall Pattern Co., Manhattan, Ks.; Cabot Corp., Kokomo, Ind.; Dow Chemical Co., Indianapolis, Ind. and Nationwide Insurance Co., Raleigh, N.C.

CORRECTION

New Member Irwin Management Company, listed in our October issue as being located in Columbus, Ohio, is really located in Columbus, Indiana.—Ed.

Student category—George Finkel, St. Paul, Mn.; David Ranson, Salt Lake City, Ut.; Michael Riess, Indianapolis, Ind.; Marilyn Coombs, Urbana, Ill.; Gail Nissen, Bronx, N.Y.; Bruce Hildebrand, Champaign, Ill. and Bob Ford, Hays, Ks.

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news in brief

Hobby industry sets trade show

More than 250 exhibitors will participate in the 36th Hobby Industry Trade Show, February 4-7, 1973, in Chicago.

These will include manufacturers of craft kits and supplies, art materials, plastic model kits, model railroads and radio control, model planes, cars, rockets, science kits and collectors items, including stamps and coins.

A number of product divisions will feature educational programs and demonstrations.

For registration information, contact the Hobby Industry Association of America offices at 200 Fifth Ave., New York City 10010.

National contest for homemade wine

February 23, 1973 will see the first annual United States competition in homemade wines. The event, to be held in San Francisco, will be judged by international commercial standards, and is open to all types of wines, including

those made from fruits, vegetables and honey.

An internationally respected panel of judges from the wine industry will preside over the competition, expected to draw participants from all parts of the nation.

The contest is open to both individuals and clubs. Local wine groups should write contest headquarters as soon as possible to insure full representation during future regional qualifying rounds. Entry blanks are available from The National Home Winemaking Competition, Box 18067, San Francisco, Ca. 94101.

Civil service studies work week

The Civil Service Commission is engaged in a study of variations of the weekly work schedule to assess their implications for the federal government as an employer.

Since March the Commission has collected magazine or newspaper articles, research studies or books written on the four-day work week.

One difficulty the government would encounter in changing to a schedule of four 10-hour days is legislation which governs employee work conditions. As the law stands now, government employees must be paid over-time if they work more than eight hours

in one day. The government is giving no consideration to a reduction of the 40-hour week.

National Library Week set

"Get Ahead . . . Read" and "Widen Your World . . . Read" are the dual themes of the sixteenth annual National Library Week Program beginning across the country April 8 to 14, 1973. The "week" is the focus for continuing year-round efforts by librarians, teachers, writers and readers to foster the reading habit in people of all ages and promote more extensive use of libraries to serve their needs.

National Library Week headquarters will mail descriptive brochures and promotional materials, including posters, bookmarks, buttons, mobiles and calendars.

The year-round reading and library development program is sponsored by the National Book Committee in cooperation with the American Library Association. Write NLW at One Park Avenue, New York City 10016.

Cultural trends = new travel markets

Frances Koltun, travel editor and columnist in national magazines, suggests that travel promoters take advantage of current "hot" sports and hobbies in selling tour programs.

She points out that there are 11 million tennis players in the U.S. and a corresponding growing number of tennis resorts with group packages. The U.S. is on a giant "fitness binge", she says, and an increasing number of spas offer packages specifically for health-minded travelers.

Tour planners should look to activities such as houseboating, snowmobiling, golfing and antique collecting as themes for group travel.

She also feels that with the new Monday holidays, as many as five or six new vacation weeks can be arranged annually.

next month —
BIG TRAVEL ISSUE

Yugoslavia Expects a Tourist Boom

The next European area to enjoy great tourist influx may well be Yugoslavia. So say the travel industry and Yugoslavian tour promoters—"Yugoslavia is bathed in history and the wonders of by-gone times; yet it is developing resort complexes that rival any in the world in modern design and conveniences. Thus, the country offers Americans exactly what they want: the comforts of home plus the opportunity to experience a region of extraordinary beauty which is a product of many different cultures. To top it all off, Yugoslavia is friendly to Americans, is anxious to attract tourism and offers a low-cost vacation, even in its most luxurious resorts!"

More and more charter groups are extending their trips to Italy or Greece to Yugoslavia's Adriatic coastline, or inland to Zagreb or Belgrade, the capital.

On the coast, Dubrovnik is the capital of Yugoslav tourism. Founded in the 7th century, it is today one of the rare towns which have completely preserved their aspect from the end of the 15th century. The whole town is encircled by thick high walls erected from the 12th to the 16th centuries. There are many museums in Dubrovnik, but the town itself is like a museum.

Almost every house has its history. There are so many monuments that it is difficult to choose the most important or most beautiful ones: Doge's Palace, Sponza Palace, Onofri's Fountain, the Franciscan Monastery with one of the oldest pharmacies in the world, the Baroque church of St. Vlaho.

Around the man-made attractions is the continual lush Mediterranean vegetation, aided by no less than 250 sunny days per year. The climate is so agreeable that resorts offer bathing from early spring to late Autumn; the coast is famous for its beaches and marinas.

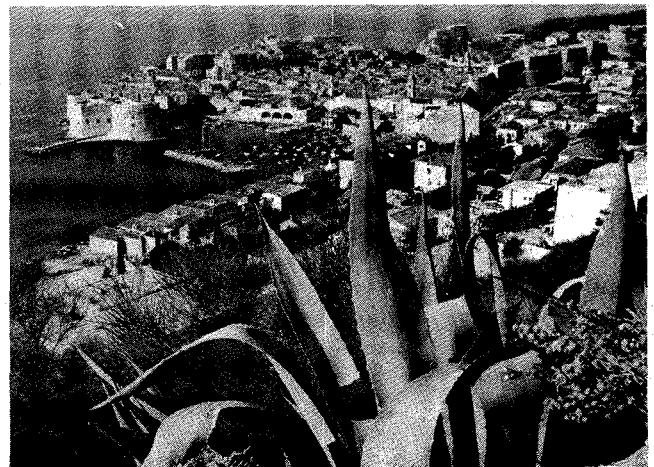
Once a free republic and sea power, now a treasury of culture, a national science center and the hub of the international Arts Festival, Dubrovnik is the scene of a series of theatre performances, operas, concerts and fairs. The Summer Festival features events such as a presentation of "Hamlet" within the Lovrijenac fortress, "Midsummer Night's Dream" in the Gradac park and concerts in the atrium of the Doge's palace.

From Dubrovnik you are able to reach in one day every part of Yugoslavia—visiting the "thousand islands" of the Adriatic dotted along the coast (islands like Hvar, Krk, Cres and Pag) or the storybook interior of Yugoslavia, its peasant villages or metropolitan centers.

Belgrade, the capital of Yugoslavia, also anticipates

the increasing interest of new tourists, as it is probably the city that is best known to them. Its location on the confluence of the Rivers Danube and Sava make it an important link (both by air and land) between East and West. It is a rapidly growing city, modern, yet the product of 7,000 years of historical changes, so that the rich heritage of a Bohemian past merges with the miracles of progress, largely being shaped by its youth of today.

Favorite sights in this city of just over 700,000 include: the Museum of Contemporary Art (one of 30 in the city); the Belgrade Fortress, with its Roman-built well; Belgrade University (the city has 50,000



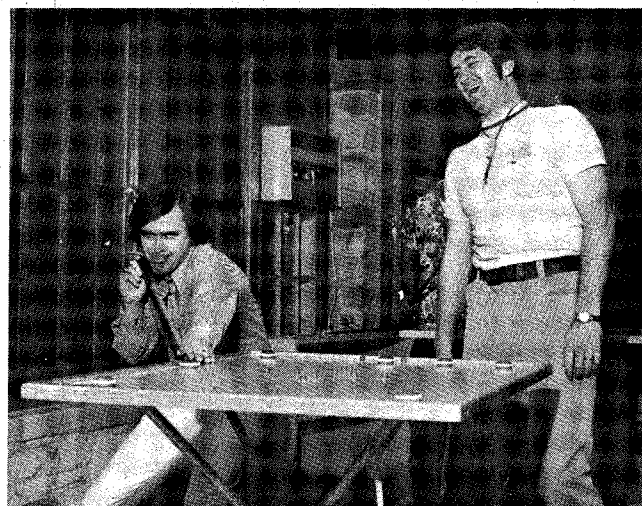
Dubrovnik's Old Harbour.

students); the Historical Museum of Serbia, former residence of Prince Milos Obrenovic; the Monument to the Unknown Soldier on Mount Avala.

The official languages of Yugoslavia are Serbo-Croatian, Slovenian and Macedonian; there are five major national groups and 17 minorities. The population is 41 per cent urban, 59 per cent rural, with about 25 per cent of the gross national product being derived from agriculture.

Yet technology and western-style amenities have their place in Yugoslavia, too. Mining and manufacturing are major occupations and a transportation system of great efficiency, as well as widespread television, radio and other media, all evidence the fact that the country has more than a historical focus.

Tourism is likely to hit Yugoslavia the way it hit Spain. In 1969, tourism brought the country an estimated \$300 million. This part of eastern Europe has many personalities and many attractions for the American tourist, now easier than ever to investigate.



GAMES ADULTS PLAY

By Mary Lea Bailey

Mary Lea Bailey has been working in recreation and industry most of her adult life. She and her husband operate World Wide Games, a company that manufactures wooden games for adults and older children. She has also been a folk dance director and a representative on games in American Folk Life for the Smithsonian Institution.



The ancient game of chess suddenly leaped into the headlines during the summer of 1972. Bobby Fischer and Boris Spassky met in Iceland for the world championship chess match and the whole world watched.

Since then chess sets have been selling at an unprecedented rate. In the fall, one company reported its shelves cleaned of chess men, including some that had been on hand for three or four years.

Traditional games are best-sellers

Chess is thousands of years old, but it is also new to many people today. The same can be said for many other traditional games, which continue to be best sellers for game manufacturers. These include Checkers, Dominoes, Chinese Checkers, Nine Men Morris, Fox and Geese, Mah Jongg and Tick Tack Toe. More recent games now considered staples in the game market include Monopoly, Three Dimensional Tick Tack Toe, Scrabble, Tripoley and Yahtzee.

Many people are interested in old games as well as new ones. On the island of Hawaii at the City of Refuge National Historical Park there is the Hawaiian game of Konane (Ko-nah-nay) carved into a huge

lava rock with playing pieces made of black lava and white coral. Rose Fujimori, who works at the Park, is its champion Konane player. She says it is a challenging board game which was not played for many years, so that only a few remembered it. But in recent years, many Hawaiians and tourists have begun to play it again.

Another old Hawaiian game called Ulumaika is something like bowling without pins. The game is played for both accuracy and distance. Instead of a ball, a stone shaped like a disc or wheel is thrown and rolled on the ground. Both these games are sold in gift shops in Hawaii.

International small skill games which require eye-hand coordination include Swedish Labyrinth, Mexican Balero, English Darts, American Indian Pommawonga, French Diabolo and Eskimo Yo Yo.

Game explosion a sign of the times

We are in the midst of a game explosion. Just look around you and you will see evidence of it almost everywhere. At the beach and in parks you will see adults playing frisbee, volleyball, badminton and croquet. With increased leisure time we in America have moved into a more informal life style, symbolized by home recreation rooms and backyard charcoal grills. This relaxed atmosphere encourages moderately active sports, creative arts and crafts and playing of puzzles and games.

You probably find that as long as you can improve your skill in a game you will stay with it. This holds true whether the skill required is strategy, thinking or eye-hand coordination. Some people have a fairly limited scope of indoor recreation activities . . . perhaps pool, ping pong and poker. Fortunately many recreation directors are trying to expand the concept of the many activities recreation might include.

When planning for games to be used in a limited

(continued on page 51)

Meet Your Board



Melvin C. Byers (CIRA)



Melvin C. Byers, our Vice President for Regional Management, is Corporate Coordinator of Personnel Activities for Owens-Illinois, Inc., with the responsibility for coordinating the Company's employee Sales Stores, Suggestion System, Service Award programs, Employee Services and the Onlzed Club, the recreation organization of Owens-Illinois employees and their families.

Mel has been in industrial recreation for 27 years and specializes in a number of other fields, having served Owens-Illinois in industrial safety, industrial package design, newspaper editing, employment, sales promotion and plant protection.

He was selected to service the Armored Force School in the area of visual aids and reproduction of educational formats from 1942 to 1945.

He currently is serving on boards or advisory committees of NIRA, the Mayor's Committee of Toledo Parks, the International Institute of Toledo, Toledo Repertoire Theater, Toledo Industrial Recreation Council and the Crosby Environmental Park and Education Center of Toledo.

He is married to the former Martha Putnam Brown who also is an Employee Services Director for Owens-Illinois and a member of NIRA.

Clark W. Fishel



Last June at the national conference, NIRA honored Texas Instruments, Inc. two ways—with a United Savings - Helms Foundation award for its outstanding employee recreation program and a Region 6 Board of Directors position for Texins General Manager Clark Fishel. Clark, himself, is not completely sure of the turn of events that brought him from technical journalism to his current involvement in all Texins clubs and activities.

Clark joined Texas Instruments in 1953, after a college degree and experience in journalism, electronics schooling in the Air Force and sales promotion and advertising experience with several large midwest manufacturers.

At TI he began in advertising, moved to merchandising and corporate information and finally, in 1966, moved to Personnel Activities. In that position he is responsible for administering and promoting the company's employees' leisure time activities in athletic, civic, cultural, educational and social areas.

His own leisure time is so full it seems a wonder he can personally attend as many Texins events and activities as he does. At the present time, he is a member and instructor in the National Rifle Association, a member of the Dallas Press Club and actor in its Gridiron Show, a Smithsonian Institution Associate, a member of several Texins outdoors-oriented clubs, a member of the American Quarter Horse Breeders Association and the Chili Appreciation Society International, as well as being listed in "Who's Who in Public Relations" and "Who's Who in the South and Southwest".



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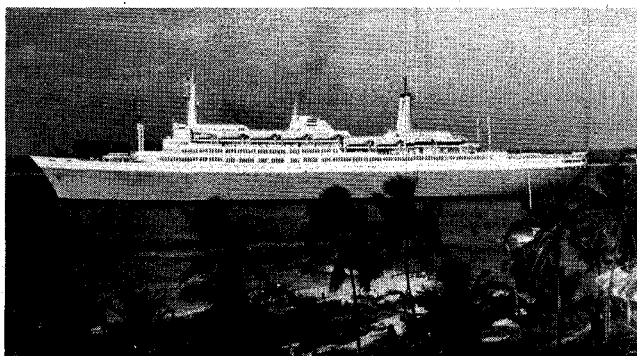
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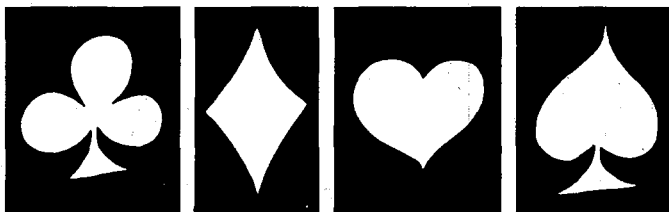
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COMPANY _____

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TIMETABLE

JAN. 14, 1973—DEADLINE FOR ENTRIES

JAN. 15 - FEB. 28, 1973—TOURNAMENT PERIOD

MAR. 3, 1973—DEADLINE FOR RESULTS

MAR. 12, 1973—ANNOUNCEMENT OF WINNERS

MACHINE-MADE MAN



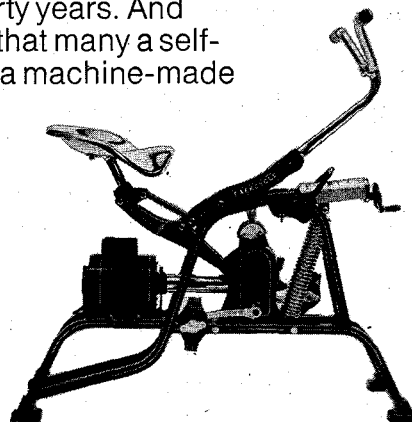
A word to the self-made man in the executive suite. Flab. It exists at all levels of the corporate structure. Take a good long look at your employees.

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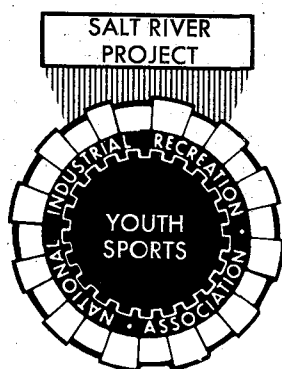
state

zip

At the 1972 NIRA national conference in Oakland, 12 individual activities were awarded Certificates of Excellence for their achievements during 1971. If you're like most people, you probably wondered what it is that supposedly made these particular activities better than other programs throughout industrial recreation. Here are details of the organization and development of these most recently honored company programs.

PROFILES OF AWARD-WINNING ACTIVITIES

Fostering sportsmanship

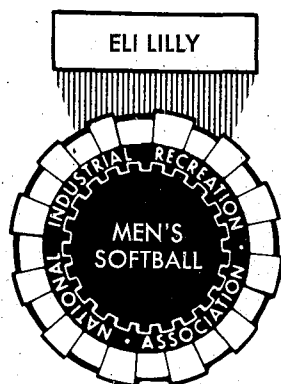


The Salt River Project and Arizona State University work together to sponsor the Industrial Sports Youth Program, organized to familiarize impressionable youth with different types of activities and competitive sportsmanship, in hopes that it will stimulate desire among them for a university education.

The goals of the program are aligned with those of the President's Council on Physical Fitness and Sports. A long-range objective beyond these is to encourage other industries to participate in a continuing program to benefit youth in physical fitness activities.

In its fourth year, participation in the program has more than doubled since the first year, and now over 500 fifth grade boys will attend, with more than 300 Salt River Project employees and Arizona State coaches and athletes volunteering their time as supervisors.

Inter-plant competition



Eli Lilly's Men's Softball program began with the formal organization of the basic Employee Activities program in 1936. At that time, a six-team, interdepartmental softball league was formed. Another team was entered in an outside industrial league each year.

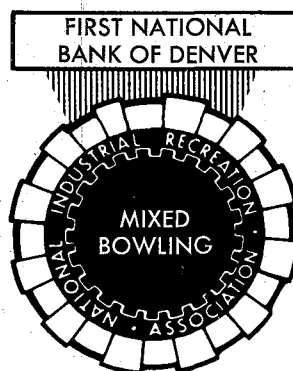
Beginning with the 1947 season, it was decided to eliminate the industrial

league team and concentrate on interdepartmental

activities. Two diamonds were constructed on company property, and the softball program started to expand. During the 1971 season, 35 men's and five women's teams played in interdepartmental leagues. Both day and night shift people can participate, and the slo-pitch game is used, so that employees of all ages can enjoy the game.

In 1971, in order to correct a periodic dwindling of interest as the season progressed, leagues were formed at two Indianapolis plants, one at the Greenfield, Indiana, plant and one at the Lafayette, Indiana, plant. A large traveling trophy was offered to the winning team of an Indianapolis—Greenfield rivalry and an all-day company tournament between the four league championship teams was held.

How they built bowling



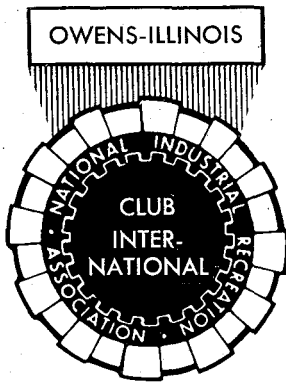
Employees of the First National Bank of Denver have found an effective method of sustaining bowling participation: all the top bowlers are made captains, and each captain is then assigned new bowlers to make up the team. This has resulted in the formation of a bowling "pool", which takes up the slack from retirements and terminations, insuring

a fully-manned team at all times.

Another incentive for participation is the progressive trophy, called the "200" Club for men and the "175" Club for women. Each year these trophies are given out to the bowlers who have earned them. Men must bowl a "200" game for their first trophy. The next year they have to improve that high game by 10 pins to win their "210" Club trophy, and so forth. Women start at "175", then improve to "185" and on up.

At the First of Denver, bowling is one activity that all employees may enjoy, and teams made up of a cross section of every department in the bank help all employees get to know one another.

A world of interests



Club International, founded at Owens-Illinois' Toledo plant in 1962, is the only known international club in the United States, according to the International Institute of the City of Toledo. That city's location and role in trade between all nations of the world, along with the growth of Owens-Illinois to ten countries around the globe,

make this program especially tailored to O-I employees who want to learn and experience all they can about other lands and peoples.

The club's yearly program includes a series of dinner meetings. These feature speakers on current international topics, customs, arts, business and politics. Club members enjoy native foods of the country being spotlighted.

An outgrowth of the club and member interest is its role in the promotion and operation of the Toledo International Festival, held each May. The club also sponsors an annual Oktoberfest and has supported foreign children through the Foster Parent Plan.

A Family of Families



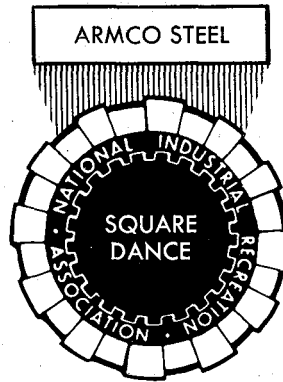
Samuel Foster, Jr., the founder of Foster Grant Co., always had as his dream the idea of his company as a family, and this dream has not been forgotten.

Although for many years the company had one of the finest girls basketball teams in New England and many other successful sporting activities, the Recreation Program was

recently modified. At present, the Foster Grant program is directed towards family recreation. All personnel and their immediate families are urged to participate in weekend trips to New York City, week-long vacations to Canada and the East coast and special Mystery Trips. Theatre parties for young and old together are increasingly popular—average attendance at four theatres in the area is 600 a month.

The Company subsidizes these events and reductions on sporting event tickets, bus jaunts to museums and the ice shows. The regularly scheduled program of activities is completely geared to employees and their families enjoying themselves as a family. It's still true that Foster Grant is more and more a real family.

Employees totally organize



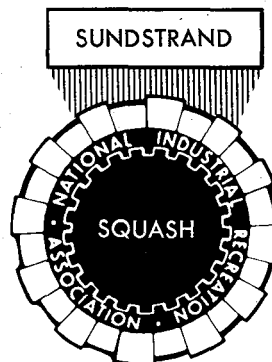
Square Dance enthusiasts at Armco Steel have proved that solid interest and determination can result in a surprisingly successful new activity. Two years ago the Square Dance Club was organized, with professional instruction as its first goal. The first group of twelve squares or 96 people graduated after 14 weeks of training, and

management was present to help issue diplomas to the participants.

A new class was formed the following year with 20 squares or 160 people. The activity has been so successful that next year classes will have to be moved to a larger facility.

The club was honored by having its picture in the National Square Dance Magazine. The club sponsors semi-annual dances for beginners and advanced club members. This helps the beginner dancer filter in with the advanced dance group after graduation.

Challenge board popular



In March of 1968, Sundstrand Aviation built a new Research and Development Center in Rockford, Illinois. A physical fitness area was provided on the lower level of the new building and it included a singles squash court. The availability of the new court aroused interest in the game. Many employees want to play a

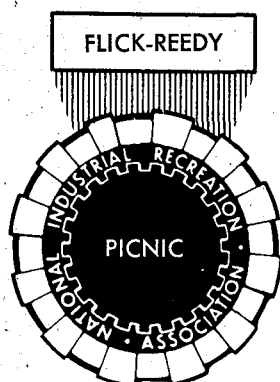
sport, but do not want to engage in team activity. Singles squash was found to give good exercise, during solitary practice or in a match. Only two people are involved in arranging a time to play.

All rules of the National Squash Association are followed, with the exception that if an opponent is hit with a ball under any circumstances, it is a hinder.

All new players wishing to join the challenge ladder start at the bottom and work their way up. Tournaments are now set for December and April of each year. This enables players to compete in other types of tournaments that are held at other times, such as handball, paddleball, etc.

Trophies for the winners of each flight are paid for out of an entrance fee of 50 cents for the year. The program is supported through the use of profits from the sale and rental of equipment used. The number of employees involved in regular squash competition (those listed on the challenge board) has grown from 12 in 1968 to 34 in 1971.

Proven picnic planning



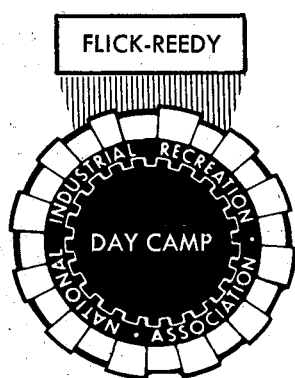
The Flick-Reedy Corporation has hosted a picnic for its employees and family for over 25 years. The picnic program is rather unique because it is held on company grounds right next to the plant, and plant facilities are used.

Over 85 per cent of eligible employees and their families attended the 1971 picnic. The success of the all-day event is due

to the involvement of more than 200 employees in running the various activities. For example, for the golfers, the planning committee developed the golf contest, consisting of a longest drive contest and putting contest. Many other activities were developed as result of employee suggestion. One of the most successful activities was the adult and children's bingo. All events are employee-oriented.

Members of the large planning committee are rotated to insure flexibility and interest. Each new committee evaluates the previous year's program to insure more employee participation. Each co-chairman of the year succeeds to the chairmanship the following year. This gives progress in ideas a chance to come into play and also develops leadership among volunteers.

More than babysitting



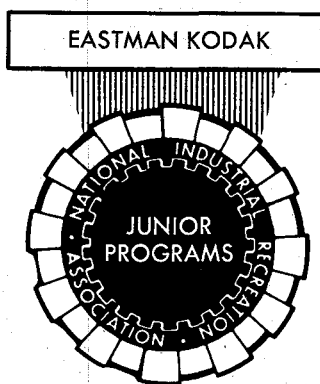
Flick-Reedy's Children's Day Camp program answers more than the typical babysitting-type need. Employee children learn to share the experience of "work" with their parents.

On the first day of camp each summer, the children—ages 6 to 12—were given not only a tour of the plant but each one was shown where

their parent worked, what he did and what his job involved. Employee and child ate lunch together with the other workers. Older children, ages 13 through 16, were recruited as counselors and leaders for activities.

At the end of each summer, there is an impressive "graduation" program, when diplomas are awarded to each of the children who participated. Testing the success of the program is carried out through a follow-up questionnaire to each parent, asking what benefits his child derived from the program.

Wide range for youth



Kodak Park's Junior Programs have grown to include: Junior Miss Charm Classes, Junior Girls' Tennis, Junior Bowling, Youth Leadership (Junior Toastmasters) and Boys' Softball. In all cases, programs are administered by professional instructors or directors.

In the Junior Miss Charm Classes, for in-

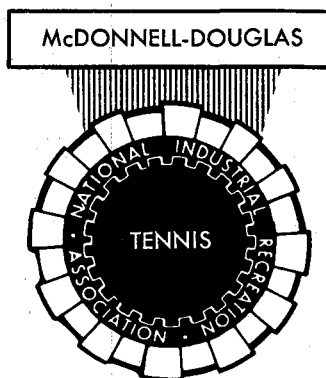
stance, 25 girls at a time are instructed in posture, poise, personality, wardrobe planning, skin care and make-up, hair care and styling, personal grooming and figure control, natural graces and self-assurance. The class is directed by a professional charm instructor and fashion model. Attendance averages 95 per cent.

At the other end of the spectrum of activities, the Boys' Softball Program has been in operation since 1944. Teams and leagues are today classified in accordance with the boys' ages and the areas in which they live, each team then being evaluated on the basis of its performance during the practice period.

Last year, 2,270 boys registered to play. There were 17 leagues of eight teams each playing on six diamonds. During the competitive season, scores of each day's games are published by Rochester's two newspapers and aired by one of its radio newscasters.

At the end of the season, the winners and runners-up in each league engage in a "Tournament of Champions". Each boy receives a trophy; a total of 520 trophies were presented at the close of the 1971 program.

Club approach the spark



At McDonnell-Douglas (Huntington Beach, California), forming a club around a faltering tennis program has provided a whole new enthusiasm. 1965 saw two tournaments, rarely exceeding 60 employees, conducted by volunteer leaders.

In 1969, the idea of redesigning the program into an actual club was conceptualized. After an

election of officers and the drawing up of bylaws, the club grew to 86 members the first year. The next year membership burgeoned to 176 members; today, membership totals 250 employees and 100 family members.

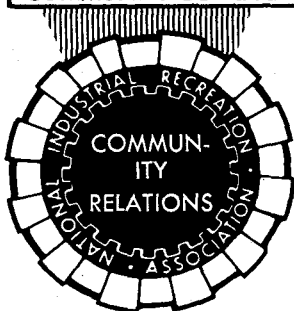
Striving to provide competition on an equal basis to

all levels of ability, player classifications are offered. The company recreation office and the local municipal parks and recreation department worked together to provide courts and instructors. An active challenge ladder for all classifications in singles is maintained by the club ladder chairman. It is also used in tournament seeding.

Special incentives for club membership include attractive club emblems for playing apparel, a purchasing program for equipment and trophies, for both club and outside matches.

Source of professionals

MORaine VALLEY
COMMUNITY COLLEGE



In its cooperation with community recreation agencies, Moraine Valley Community College has set a series of goals, and to this point has admirably achieved them all.

In efforts to have all recreation agencies in the district headed by professionally trained people, Moraine Valley has placed graduates at five separate districts. The College has

revitalized the South Suburban Park District Association, an operating agency for the area. Work with community groups has resulted in expanded recreation patterned on or inspired by Moraine

Valley efforts.

The College has placed students in the local recreation district, the NIRA office and in door-to-door survey work in the community.

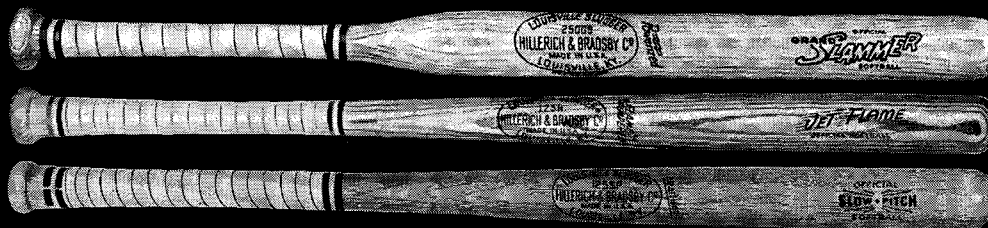
In setting a goal of organized hours of recreation for staff members of the College, the department has constructed an activity calendar for students and staff. Built into the calendar are hours in which teacher, administrator, maintenance person or secretary can participate at noon and other times daily.

Moraine Valley has gained credit for students involved in voluntary physical education and recreation classes, and has provided activity instruction in canoeing, cycling, bowling, tennis, angling, golf, badminton, scuba, swimming and Outdoor Education in Camping and Outdoor Living. ■

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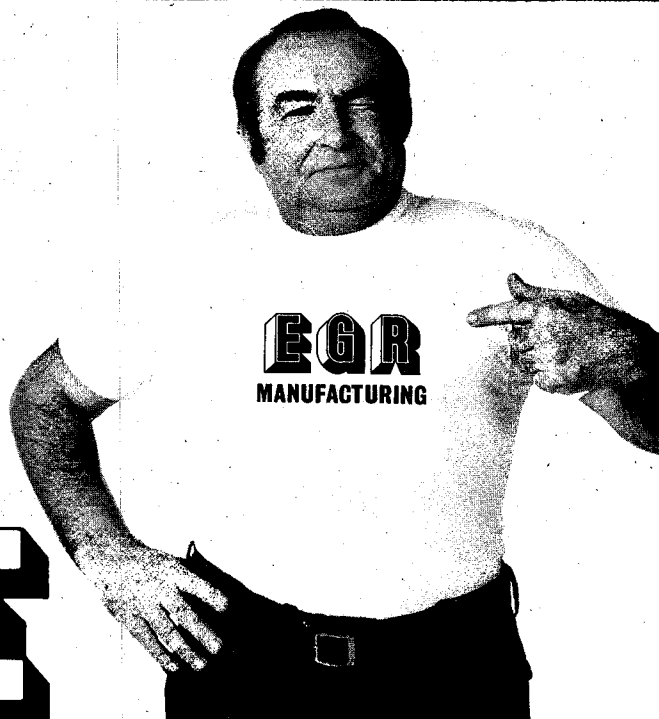
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1973 BUYERS' GUIDE and SERVICES DIRECTORY SECTION

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Employee Recreation

AS I SEE IT . . .

By Michael A. Fryer
Executive Director
National Industrial Recreation Association

Support Our Advertisers, Associate Members and Exhibitors

Your Editor, National Sales Director and the entire NIRA staff have painstakingly compiled this most comprehensive listing of suppliers of recreation products and services. This Buyers' Guide and Services Directory should provide an immediate ready reference for the names and telephone numbers of suppliers who have supported the Association throughout the past year.

Nearly every day I refer to the Buyers' Guide for a telephone number or reference, and I hope that you will find it as valuable as we have. This 1973 Buyers' Guide and Services Directory is the only comprehensive listing of products and services for industrial recreation programs. The firms listed here have significantly supported the Association as Advertisers, Associate Members or Exhibitors, and are the leading suppliers in their fields. Their support has indicated to you and our staff that they sincerely care about NIRA, its membership and the future of industrial recreation.

While there are other suppliers to the industrial recreation field, the National Industrial Recreation

Association urges you to give strong consideration to these NIRA Advertisers, Associate Members and Exhibitors when making your next purchase or requiring assistance or information.

We have attempted in the past, and will continue to provide our supporting firms with the greatest possible variety of media to better reach you. Advertisers receive all direct business referrals, which you send us on your Planning Service Card requests and through direct correspondence. Our addressing service for Associate Members facilitates their communication with you on a direct-mail basis. For Exhibitors, we provide a complete list of conference delegates, whereby the exhibitors can follow-through on contacts made there.

The most important way we can repay the firms listed in the following pages, however, is to respond to their interest by giving them your first consideration in all planning or buying situations. Through this interchange, the Association will grow and strengthen.

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NIRA 1973 BUYERS GUIDE

ARTS AND CRAFTS HOBBIES AND GAMES

CUNNINGHAM ART PRODUCTS (404) 934-2920

Manufacturers, complete line of supplies for Decoupage, Fun Film, Dimensionale, Glass Stain, Candle Craft, Tableau, Jewelry, Gold Leafing, Purse Making, Deluxe Quality Kits and Books available for all crafts.

— Thomas C. Hayes, Merchandising Manager, 1585 Stoneridge Dr., Stone Mountain, Ga. 30083.

ESTES INDUSTRIES (303) 784-6345

Safe, exciting space-age recreation—model rocket programs for everyone in your company, all ages.

— Dept. 133-92, Penrose, Co. 81240.

GENERAL SPORTCRAFT COMPANY, LTD. (201) 384-4242

A leader for more than 45 years in the field of Family Fun Games and Sporting Goods manufactured under the motto "Quality Beyond the Ordinary".

— Michael A. Sloane, Assistant Sales Manager, 140 Woodbine St., Bergenfield, N. J. 07621.

S & S ARTS & CRAFTS (203) 537-2325

A complete line of Arts and Crafts supplies specifically geared for groups of all sizes. Very fast service and competitive prices.

— Stephen L. Schwartz, President, Colchester, Cn. 06415.

Ad appears on inside back cover
Reader Service Card #1

TANDY LEATHER COMPANY (817) 335-4161

Everything you could possibly need to start and finish any leathercraft project—handbags, belts, boots, apparel and gift items.

— Lloyd Redd, President, P.O. Box 791, Ft. Worth, Tx. 76107.

WINE ART OF AMERICA (415) 873-2900

Equipment and supplies for hobby winemaking and beer making. Classes, lectures and organizational materials available. National competition held annually.

— Bruce Cass, Marketing Manager, 4324 Geary Blvd., San Francisco, Ca. 94118.

Ad appears on page 41
Reader Service Card #2

ATHLETIC APPAREL

CHAMPION PRODUCTS (716) 271-2235

Imprinted T-shirts, sweatshirts, jackets and athletic uniforms to add prestige to your recreation program. Leading supplier to colleges, high schools and professional teams. Order direct from manufacturer; salesmen in every state. Catalog on request.

— John George, Director of Sales, 115 College Ave., Rochester, N.Y. 14607.

Ad appears on page 16
Reader Service Card #3

BUYING SERVICES

For Programs & Employees

BETTER BUYING SERVICE OF AMERICA (212) 731-9800

Consumer buying discounts offered on major items from cars to carpeting. For employees of your company at no charge.

— 400 Madison Ave., New York City 10017.

Ad appears on page 33
Reader Service Card #4

BULBHOME (301) 838-5362

Quality flowerbulbs guaranteed to bloom. Catalogues and order forms available free of charge. Individual delivery; personal checks accepted. Co-sponsor of NIRA Beautification Program & Contest.

— Maurice van Tright, P.O. Box 655, Bel Air, Md. 21024. (Bulbhome, P.O. Box 29, Sassenheim, Holland)

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees' associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

JET AIRCHARTER EXCHANGE (800) 243-3490

One number gets you instant data on air charter availabilities. International clearinghouse for scheduled and supplemental carriers.

— P.O. Box 560, Stamford, Cn. 06904.

QSP**(914) 769-7000**

A Subsidiary of Reader's Digest Association, national organization offers a complete program of quality products, sales aids and personal service to raising funds for recreational activities.

— Eileen Sundstrom, P.O. Box 301, Pleasantville, N.Y. 10570.

Ad appears on outside back cover
Reader Service Card # 5

ENTERTAINMENT

BUSCH GARDENS (213) 989-5300

Located in California, Florida and Texas. Each location unique. Outdoor family entertainments feature live animals, birds, exciting rides and entertaining shows.

— Mike Walker, 16000 Roscoe Blvd., Van Nuys, Ca. 91406.

THE FORUM-CALIFORNIA SPORTS, INC.

(213) 674-6000

America's fabulous showplace for sports and entertainment, home of the Los Angeles Lakers and Kings, ice shows, concerts, boxing, circus, rodeo, horse show, closed circuit events, Harlem Globetrotters appearances.

— Jim Appell, General Manager, P.O. Box 10, Inglewood, Ca. 90306.

Ad appears on page 34
Reader Service Card # 6

ICE CAPADES, INC. (213) 469-2767

Ice Capades gives special attention to industrial rates on tickets in all cities on its schedule.

— Leo Loeb, 6121 Santa Monica Blvd., Los Angeles, Ca. 90038.

INTERNATIONAL FILM ARTS GUILD (213) 274-0238

— Edward Gruskin, Vice President, 8899 Beverly Blvd., Los Angeles, Ca. 90048.

MAGIC MOUNTAIN (805) 259-7272

— William R. Campbell, 26101 Magic Mountain Pkwy., Valencia, Ca. 91355.

NEW YORK YANKEES (212) 293-4300

1973 marks the 50th anniversary of Yankee Stadium. Why not inquire now about group arrangements? Seating together and a welcome on the scoreboard are just the beginning of golden summer fun.

— Fred Bachman, Manager-Special Projects, Yankee Stadium, Bronx, N.Y. 10451.

ONTARIO MOTOR SPEEDWAY (714) 983-5811

The California "500" features the best cars and USAC drivers. Build your Labor Day weekend plans around us.

— Liz Osburn, 3901 East "G" St., Ontario, Ca. 91764.

RINGLING BROS. BARNUM & BAILEY CIRCUS (202) 833-2700

The Greatest Show on Earth! Family entertainment for your company at tremendous savings.

— Phil Rindone, 1015 - 18th St., N.W., Washington, D.C. 20200.

SEA WORLD, INC. (714) 222-6363 (San Diego, Ca.) (216) 562-8101 (Aurora, Ohio)

World famous marine park located in San Diego, California and Aurora, Ohio. Home of Shamu, star performing killer whale. Sea World offers unique entertainment for the entire family.

— Trudy Larsen, 1720 South Shores Rd., San Diego, Ca. 92109.

— Bill Keough, 1100 Sea World Dr., Aurora, Oh. 44202.

VARSITY LANES (513) 222-6946

Site of many NIRA company tournaments. 40 automatic lanes.

— Harry Zavakos, 637 N. Main St., Dayton, Oh. 45405.

WALT DISNEY'S MAGIC KINGDOM CLUB (714) 533-4456

Walt Disney's Magic Kingdom Club goes nationwide.

— Milt Albright, Executive Director, 1313 Harbor Rd., Anaheim, Ca. 92803.

WORLD HOCKEY ASSOCIATION (714) 558-3044

— Dennis Murphy, 1010 N. Main St., Santa Ana, Ca. 92701.

ZOOLOGICAL SOCIETY OF SAN DIEGO (714) 234-5151

San Diego Zoo—world's largest collection of wild animals. San Diego Wild Animal Park—authentic African fishing village, 1,800 acres of canyons and mesas with rare and spectacular animals at every turn. Five-mile monorail train tour.

— Ruth A. Rockwell, Group Services Office Manager, Box 551, San Diego, Ca. 92112.

EQUIPMENT AND FACILITIES

AL-CHROMA, INC. (715) 344-4691

Al-Chroma Action Seal enhances the playing qualities of your asphalt or cement tennis court while protecting the surface. Easy to apply and economical.

- Stephen D. Albrecht, General Manager, 2701 Chamber St., Stevens Point, Wi. 54481.

ALUMIDOCK DIVISION, METALLIC LADDER MFG. CORP. (716) 358-6201

Manufacturer of quality line of aluminum waterfront equipment, including docks, floating or stationary, swim floats, ramps, stairways and marinas.

- Albert B. Arrott, Jr., 41 S. Washington St., Randolph, N.Y. 14772.

AMERICAN PLAYGROUND DEVICE COMPANY (317) 642-0288

Park and playground equipment; heavy-duty playground, swimming pool and dressing room equipment; picnic grills and tables; park benches; softball and tennis backstops, basketball goals and backstops, chain-link steel tennis nets; outdoor physical conditioning apparatus.

- Warren P. Miller, President, Service Center, 1801 Jackson St., Anderson, In. 46015.

AMF BOWLING PRODUCTS (516) 333-6900

Complete line of bowling lane equipment: Automatic Pin-spotters, Streamlane 21 Equipment, bowling lanes and supplies. Also AMF bowling balls, bags and shoes.

- Al Spanjer, Dir. Marketing Services, Jericho Turnpike, Westbury, N. Y. 11590.

BATTLE CREEK EQUIPMENT COMPANY (616) 962-6183

Finest quality line of health equipment since 1883...the oldest, most respected name in the business. Layout service available.

- John W. Doty, Sales Manager, 307 W. Jackson St., Battle Creek, Mi. 49016.

CASWELL EQUIPMENT COMPANY, INC. (612) 377-1730

Since 1926 Caswell has supplied a complete line of indoor and outdoor shooting range equipment, including target retrieval systems, bullet traps and accessories. Assistance available at all stages of planning.

- T. N. Busch, Vice President, 1215 Second Ave. N., Minneapolis, Mn. 55405.

CHESTER PRODUCTS, INC. (513) 424-5341

Manufacturer of commercial all-aluminum swimming pool and filtration systems.

— J. W. Ach, 1300 Lafayette Ave., Middletown, Oh. 45042.

Ad appears on page 35
Reader Service Card #7

EXERCYCLE (203) 236-0611

All Body Action puts any man back into shape. 40 years experience with gym and exercise equipment of all kinds.

- Cliff McAleenan, President, 2074 Park St., Hartford, Cn. 06106.

Ad appears on page 11
Reader Service Card #8

FOX VALLEY MARKING SYSTEMS (312) 873-8855

- Thomas J. Smrt, 4 North 671, Route 59, Bartlett, Il. 60103.

GOLFOMAT (703) 549-3400

Golf played indoors, utilizing computerized electronics and optics. Players hit regulation free-flying balls, use all clubs, swing with all the force and finesse required outdoors.

- Dan Creveling, 816 N. St. Asaph St., Alexandria, Va. 22313.

HEALTH AND EDUCATION SERVICES CORPORATION (312) 766-3400

Manufacturer and distributor of revolutionary new exerciser, Exer-Cor, which conditions heart and lungs, tones muscles and helps improve coordination all at once. Compact and transportable.

- James A. Muehlenbein, General Manager, 7N015 York Rd., Bensenville, Il. 60106.

HOWMET CORPORATION (501) 234-4260

The Company which pioneered aluminum stadium seating also manufactures picnic tables and other outdoor equipment.

- William Keith, P.O. Box 40, Magnolia, Ak., 71753.

Ad appears on page 9
Reader Service Card #9

HYDRO-TURF (312) 437-6666

Equipment developed and field-proven by professionals with experience in erosion control, turf establishment and maintenance. Grounds equipment includes spraying, mowing and irrigation equipment, and portable electric generators.

- Gary Pettee, Sales Manager, P.O. Box 3, Elk Grove Village, Il. 60007.

LOMMA ENTERPRISES, INC. (717) 343-4741

Manufacturers and national distributors of prefabricated.

portable miniature golf courses. Installed indoors or outdoors in one day. Excellent financing.

— J. J. Hydeck, Advertising Manager, Lomma Building, Scranton, Pa. 18501.

Ad appears on page 52
Reader Service Card # 10

MEDIMETRICS, INC. (714) 847-3527

Isokinetics, a new concept in strength building is in Medimetrix' Isonetic Exercise Machines.

— Cliff Coker, 7460 Lorge Circle, Huntington Beach, Ca. 92647.

MIRACLE RECREATION EQUIPMENT COMPANY (515) 236-7536

Complete line of playground equipment featuring steel and fiber glass swings, slides, whirls, tables, benches and shelters in permanent colors. New three- and five- row portable bleacher in colored steel and fiber glass. All metal supports and frames can be supplied with MIRACOTE®, a revolutionary new finish seven times thicker than paint.

— D. H. Howig, Sales Administrator, Box 275, Grinnell, Ia. 50112.

Ad appears on outside back cover. Buyers' Guide
Reader Service Card # 11

MONOGRAM INDUSTRIES (213) 775-7777

Sewer-less flushing toilets, used by National Park Service, Bureau of Reclamation, NASA, etc. Completely self-contained and non-polluting.

— Leslie L. Mayers, National Sales, Manager, Public Sanitation Systems, 6357 Arizona Circle, Los Angeles, Ca. 90045.

RECREATION EQUIPMENT CORPORATION (317) 643-3515

Manufacturers of heavy-duty playground equipment, pool deck equipment and indoor basketball backstops.

— John D. Nash, P.O. Box 2188 RM, Anderson, In. 46011.

SCHOOL-TECH (313) 663-8107

Physical Fitness, Exercise and Rehabilitation Equipment from Wolverine Sports. All you need for body-building '73.

— Gail Green, President, 745 State Circle, Ann Arbor, Mi. 48104.

UNIVERSAL ATHLETIC SALES COMPANY (209) 251-4251

Beautiful, maintenance-free, safe, popular, complete line of recreational fitness equipment. Designed for users of all ages, sizes and sexes.

— R. Brian Parks, National Sales and Marketing Manager, 1328 N. Sierra Vista, Fresno, Ca. 93703.

VIKING SAUNA COMPANY (408) 294-4311

Turn unused areas of your recreational facility into a fitness center in a few hours. Stocking, installing distributors located across the country. Custom designed from your floor plans.

— Robert Hanley, 909 Park Ave., P.O. Box 6928, San Jose, Ca. 95150.

VINYL PLASTICS, INC. (414) 458-4664

Manufacturers of Slick, the iceless ice skating and multi-purpose indoor recreational floor surface. Slick provides firm footing for basketball, volleyball, dancing, banquets, etc., plus it is great for hockey, figure and free-style ice skating. Installed like vinyl tile and no special skates or machinery required.

— R. J. Chapman, Manager, Promotion, 3123 South 9th St., Sheboygan, Wi. 53081.

WITTEK GOLF RANGE SUPPLY CO., INC. (312) 463-2636

Complete line of equipment and supplies for golf ranges, miniatures, par-3 and regulation courses. Also portable miniature golf courses.

— Robert Wittek, President, 3650 Avondale, Chicago, Il. 60618.

WORLD WIDE GAMES, INC. (614) 363-2324

Adult wooden games, including skittles, socket, Korean Yoot, Dutch shuffleboard and helma.

— Mary Lea Bailey, Box 450, Delaware, Oh. 43015.

Ad appears on page 9
Reader Service Card # 12

YORK BARBELL COMPANY (717) 848-1541

The best and most famous barbell and gym equipment in the world, operated by a six-time U.S. Olympic weight-lifting coach. Also books on weight training and scientifically designed food supplements.

— Bob Hoffman, York, Pa. 17405.

FACILITY PLANNERS Professional Services

A. BLANKENBURG ASSOCIATES (312) 263-5441

Environmental graphics: marks, signings and visual complements for recreational facilities.

— Arthur W. Blankenburg, 2 North Riverside Plaza, Chicago, Il. 60606.

THOMAS C. CODDINGTON

(414) 466-2817

Real Estate Counselor Referral Service.

— Thomas C. Coddington, 5456 North 38th St., Milwaukee, Wi. 53209.

**HUGH G. GOLDSMITH
& ASSOCIATES, INC.**

(206) 622-1080

Recreational planning, programming, design and consultation.

— Hugh G. Goldsmith, 512 Lyon Building, Seattle, Wa. 98104.

AXEL KAUFMANN

(617) 536-7750

Tennis and recreational facility planning and design. AIA architect.

— 137 Newbury St., Boston Ms. 02116.

KOTZ AND SCHNEIDER

(315) 475-4157

Land and recreation planning and design.

— Tony Kotz, 307 South Townsend St., Syracuse, N.Y. 13202.

PLANNING ASSOCIATES

(516) 567-4300

Education and recreation consultants. Master plans, feasibility surveys, community leisure studies.

— PA Education & Recreation Consultants, Inc., Airport International Plaza, Bohemia, N.Y.

E. L. PACKARD, INC.

(312) 352-2113

Golf course architects and site planners. Packard, Inc. offers complete service in land planning of golf facilities. Site selection consultation, master planning, golf course working drawings and specifications, bidding and construction inspection.

— Roger B. Packard, Vice President, 11 South LaGrange Rd., LaGrange, Il. 60525.

FOOD/BEVERAGES VENDING

CANTEEN CORPORATION

(312) 751-7500

Food Service Management company provides complete range of food and vending services to industry, commercial locations, hospitals, nursing homes, schools, recreation facilities and famous restaurants.

— Lee Agon, Vice President, The Merchandise Mart, Chicago, Il. 60654.

**SERVOMATION CORPORATION
(Western Division)**

(213) 633-1620

— Lowell Parmentier, Divisional Sales Coordinator, 3201 E. 59th St., Long Beach, Ca. 90805.

PRIZES/TROPHIES GIFTS

AWARDS BY KAY, INC.

(916) 927-4533

COMPLETE AWARD SERVICE. Awards, trophies, plaques, engraving, medals, useful awards custom designed. Ribbons-rosettes, certificates, custom jewelry, silk screen and embroidered emblems.

— Kay Boron, 1941 El Camino Ave., Sacramento, Ca. 95608.

CREATIVE AWARDS BY LANE

(312) 782-2317

Recognition awards, trophies, plaques, ribbons, buttons, emblematic jewelry, business gifts, advertising specialties, prizes, novelties.

— Don Thompson, General Manager, 32 W. Randolph St., Chicago, Il. 60601.

**Ad appears on page 49
Reader Service Card #13**

OWENS-ILLINOIS

(419) 242-6543

If you're involved in planning events for children . . . egg hunts, picnics and parties . . . we have a great gift for every occasion.

— R. L. Charlesworth or K. J. Solon, P.O. Box 1035, Toledo, Oh. 43651.

**DAVE SHANKER
INDUSTRIES, INC.**

(216) 241-3817

We specialize in party favors and custom-made packages of toys for all age groups. Serving NIRA members for 21 years.

— 1640 Superior Ave., Cleveland, Oh. 44114.

SERVICE ORGANIZATIONS

AMERICAN BOWLING CONGRESS

(414) 421-6400

World's largest participation sports organization. Non-profit, non-commercial membership services, rules and equipment specifications for male bowlers in 50 states, Canada, Puerto Rico and armed services around the world. Approximately 4.2 million members. Offers tournament sanctioning program, monthly magazine publication, national newsletters, complete film loan library, field services programs plus other services.

— Albert R. Matzelle, Executive Secretary, 5301 S. 76th St., Greendale, Wi. 53219.

ATHLETIC INSTITUTE, THE (312) 644-3020

A not-for-profit organization devoted to the advancement of athletics, physical education and recreation. Producer and distributor of "Sports Techniques" audio-visual and published instructional aids.

- Robert G. Bluth, Director of Promotion and Marketing, The Athletic Institute, 7th Floor, Merchandise Mart, Chicago, Il. 60654.

BOWLING PROPRIETORS ASSOCIATION OF AMERICA (312) 894-5800

World-wide non-profit association of bowling center operators dedicated to promote the growth of the bowling industry. Provides management information on all phases of the sport to members. Publishes THE BOWLING PROPRIETOR.

- Vladimir A. Wapensky, Executive Director, 375 W. Higgins Rd., Hoffman Estates, Il. 60172.

NATIONAL BOWLING COUNCIL (202) 659-1570

Materials and programs for the promotion of bowling in industry.

- Lance Elliott, Director of Promotion Services, 1128 16th St., N. W., Washington, D.C. 20036.

NATIONAL INDUSTRIAL RECREATION ASSOCIATION (312) 263-6696

National non-profit association dedicated to promoting recreation for organization employees. Major source of recreation program information to corporate recreation directors. National tournaments, contests, conferences, awards program, publication consulting service and certification of recreation directors. Publishers of RECREATION MANAGEMENT magazine. Membership available to organizations, individuals and manufacturers and suppliers of recreation products and services.

- Michael A. Fryer, Executive Director, Suite 234, 20 N. Wacker Dr., Chicago, Il. 60606.

NATIONAL RIFLE ASSOCIATION OF AMERICA (202) 783-6505

A non-profit membership organization to promote firearms safety in the home and in the field.

- Steve Hines, Publicity Dept., 1600 Rhode Island Avenue, N.W., Washington, D.C. 20036.

NATIONAL SHOOTING SPORTS FOUNDATION, INC. (203) 637-3618

A national organization of manufacturers, distributors and dealers for promoting the shooting sports. The literature line has over 30 pieces to help sportsmen and gun clubs; some literature is free and other is sold.

- Warren Page, President, 1075 Post Rd., Riverside, Cn. 06878.

NATIONAL SPORTING GOODS ASSOCIATION (312) 944-0205

Industry-wide trade association for sporting goods retailers, jobbers, team distributors and manufacturers. Publishers of SELLING SPORTING GOODS magazine.

- G. Marvin Shutt, Executive Director, 717 N. Michigan Ave., Chicago, Il. 60611.

WHEELERS INTERNATIONAL TRAVEL CLUB (312) 297-2150

National non-profit organization to promote Recreational Vehicle travel.

- Terry L. Telander, Club Director, 1550 Northwest Highway, Park Ridge, Il. 60068.

WOMEN'S INTERNATIONAL BOWLING CONGRESS (414) 421-9000

Non-profit membership organization dedicated to providing services (including an annual championship tournament) to three million sanctioned women bowlers.

- Mrs. Freda S. Botkin, Executive Secretary-Treasurer, 5301 S. 76th St., Greendale, Wi. 53129.

SPORTING GOODS Baseball-Softball

J. de BEER & SON, INC. (518) 438-7871

Manufacturer of baseballs and softballs.

- Frederick S. deBeer Jr., P.O. Box 11-570, Albany, N.Y. 12211.

Ad appears on page 47
Reader Service Card #14

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

- D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

HILLERICH & BRADSBY CO. (502) 585-5226

Louisville Slugger and H & B baseball, softball and Little League bats. Magnesium and aluminum bats for softball and Little League.

- Frank McMenamin, P. O. Box 506, Louisville, Ky. 40201.

Ad appears on page 15
Reader Service Card #15

MACGREGOR COMPANY (513) 733-2000

Manufacturer of golf, football, basketball, baseball and tennis equipment. Also major manufacturer of roller skates and golf shafts.

- Robert D. Rickey, Vice President, 175 and Jimson Rd., Cincinnati, Oh. 45215.

**Tell Suppliers Listed
"I saw it in Recreation Management."**

Basketball

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees, associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

MACGREGOR COMPANY (513) 733-2000

Manufacturer of golf, football, basketball; baseball and tennis equipment. Also major manufacturer of roller skates and golf shafts.

— Robert D. Rickey, Vice President, 175 and Jimson Rd., Cincinnati, Oh. 45215.

Football

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees, associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

MASON CITY TENT AND AWNING COMPANY (515) 423-7745

Rip Flag—Finest belt and flag set for use in playing many running games. Promotes recreation for industrial employees. Complete catalog and prices on request.

— 406 S. Federal Ave., Mason City, Ia. 50401.

Boating-Fishing

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees, associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

RECREONICS, INC. (213) 728-0569

Inflatable boats and rafts and deluxe air mattresses.

— Conny Klimenko, 2423 Yates Ave., Los Angeles, Ca. 90040.

Golf

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees, associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

HILLERICH & BRADSBY CO. (502) 585-5226

H & B Louisville Slugger baseball, softball and Little League bats and "Power Bilt" golf clubs.

— Frank McMenamin, P.O. Box 506, Louisville, Ky. 40201.

Ad appears on page 15
Reader Service Card #16

Bowling

AMF BOWLING PRODUCTS (516) 333-6900

Complete line of bowling lane equipment. Automatic Pinspotters, Streamlane 21 Equipment, bowling lanes and supplies. Also AMF bowling balls, bags and shoes.

— Al Spanjer, Dir. Marketing Services, Jericho Turnpike, Westbury, N.Y. 11590.

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees, associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

HOUSE OF GOLF (419) 382-8982

Specializing in golf equipment and pool tables. All pro-shop and store lines in golf; Fischer, Brunswick and Minnesota Fats pool tables. Also, Wurlitzer and Kimball organs. Special prices for NIRA members on all prepaid orders.

— Fred Hockenberger, 776 Carlton Ave., Toledo, Oh. 43609.

MACGREGOR COMPANY (513) 733-2000

Manufacturer of golf, football, basketball, baseball and tennis equipment. Also major manufacturer of roller skates and golf shafts.

— Robert D. Rickey, Vice President, 175 and Jimson Rd., Cincinnati, Oh. 45215.

NORTHWESTERN GOLF CO. (312) 275-0500

World's largest exclusive manufacturer of golf clubs. In

business for 44 consecutive years. Offering premium golf clubs from 18-8 stainless steel investment casting (lost wax process) to junior sets for the 5-9 year old.

— Sam Parks, 4701 N. Ravenswood Ave., Chicago, Il. 60640.

PLYMOUTH GOLF BALL CO. (215) 828-7400

Manufacturer of quality golf balls.

— A. J. Zilligen, National Sales Manager, Butler Pike, Plymouth Meeting, Pa. 19462.

Ad appears on page 50
Reader Service Card #17

RAM GOLF CORPORATION (312) 345-4100

America's largest exclusive golf manufacturers. First to introduce a Surlyn-covered golf ball. Ram 3-D, the first wound distance ball you can't cut, is now first in sales in retail stores.

— M. L. Dahl, 2020 Indian Boundary Dr., Melrose Park, Il. 60160.

**WITTEK GOLF RANGE
SUPPLY CO., INC.** (312) 463-2636

Complete line of equipment and supplies for golf ranges, miniatures, par-3 and regulation courses. Also portable miniature golf courses.

— Robert Wittek, President, 3650 Avondale, Chicago, Il. 60618.

Shooting Sports

BENJAMIN AIR RIFLE CO. (314) 231-4469

Manufacturers of Benjamin Air Rifles and Pistols, Benjamin Co₂ Gas Rifles and Pistols, Benjamin Lead Pellets, Lead or Steel (BB) Shot, CO₂ Cartridges, Bell targets, holsters, peep sights.

— A. P. Spack, Jr., President, 1525 S. 8th St., St. Louis, Mo. 63104.

TRIUS PRODUCTS, INC. (513) 941-5682

Producers of easy-cooking Trius Trap to fling targets for skeet and trap shooting.

— Hart Luebke, Vice President, P.O. Box 25, Cleveland, Oh. 45002.

Tennis

DOSCO, INC. (415) 832-8191

Provides promotional, sales and administrative services to government and industrial employees associations. Affords a more effective buying program in all sporting goods categories that will save time, effort and money.

— D. O. Shaw, President, P.O. Box 1136, Oakland, Ca. 94604.

MACGREGOR COMPANY

(513) 733-2000

Manufacturer of golf, football, basketball, baseball and tennis equipment. Also major manufacturer of roller skates and golf shafts.

— Robert D. Rickey, Vice President, 175 and Jimson Rd., Cincinnati, Oh. 45215.

**TENNIS FILMS
INTERNATIONAL, INC.**

(617) 536-7750

Films, cassettes and record albums available for rental or purchase. Complete group of demonstration devices for 10 tennis lessons. Complete film list sent on request.

— 137 Newbury St., Boston, Ms. 02116.

Miscellaneous

**GENERAL SPORTCRAFT
COMPANY, LTD.**

(201) 384-4242

A leader for more than 45 years in the field of Family Fun Games and Sporting Goods manufactured under the motto "Quality Beyond the Ordinary".

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Ad appears on page 5
Reader Service Card # 18

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— Clay Blaylock, Manager, Commercial Sales, 8250 Smith Rd., Denver, Co. 80206.

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Ad appears on pages 38 & 39
Reader Service Card # 19

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— Adel Fahmy, Regional Manager, 16250 Northland Dr., Southfield, Mi. 48075.

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- Joseph Cripe, 100 South Capitol Ave., Indianapolis, In. 46225.

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- John P. McCaul, Regional Sales Manager, Suite 1210, 36 S. Wabash Ave., Chicago, Il. 60603.

Ad appears on page 37
Reader Service Card # 20

**GREATER NEW ORLEANS TOURIST
& CONVENTION COMMISSION (504) 522-8772**

Special department is available to work with corporate sales and incentive award meetings. New Orleans has America's most unique and fascinating meeting hotels, capable of handling groups from 10 to 15,000.

- Richard Myers, Promotion Manager, 334 Royal St., New Orleans, La. 70130.

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**PALM SPRINGS CONVENTION
& VISITORS BUREAU (714) 327-8411**

A non-profit organization providing information on accommodations, recreation and convention facilities for visitors to Palm Springs, California.

- Thomas D. Hanlon, Executive Director, Municipal Airport Terminal, Palm Springs Ca. 92262.

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Ad appears on page 50
Reader Service Card #21

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Family, couple and individual vacations year around, directly on the ocean. Motor Inn offers full resort services. Apartments, efficiencies, hotel rooms and cabanas. Special prices to NIRA members. Folder and promotion material available.

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— Zig Bulanda, Marketing Director, Boyne Falls, Mi. 49713.

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Ad appears on page 2
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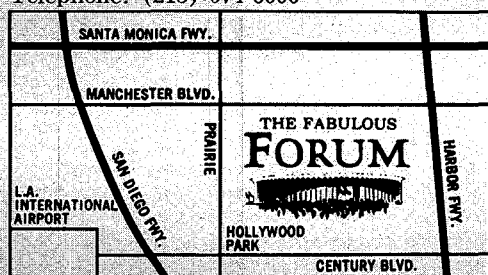


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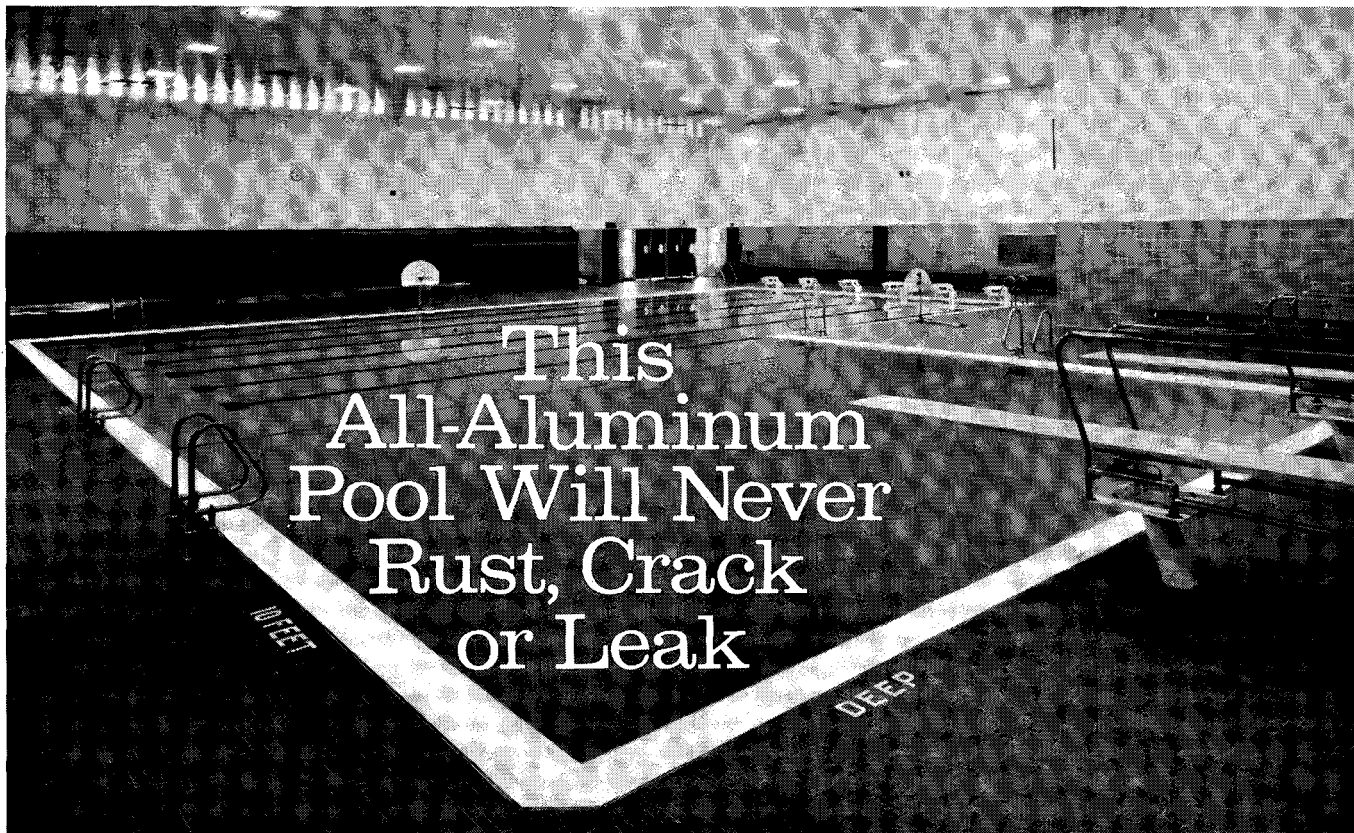
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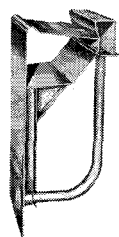
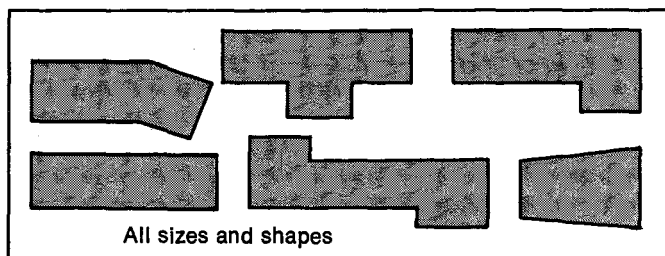
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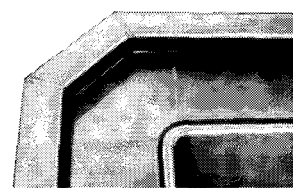
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right into
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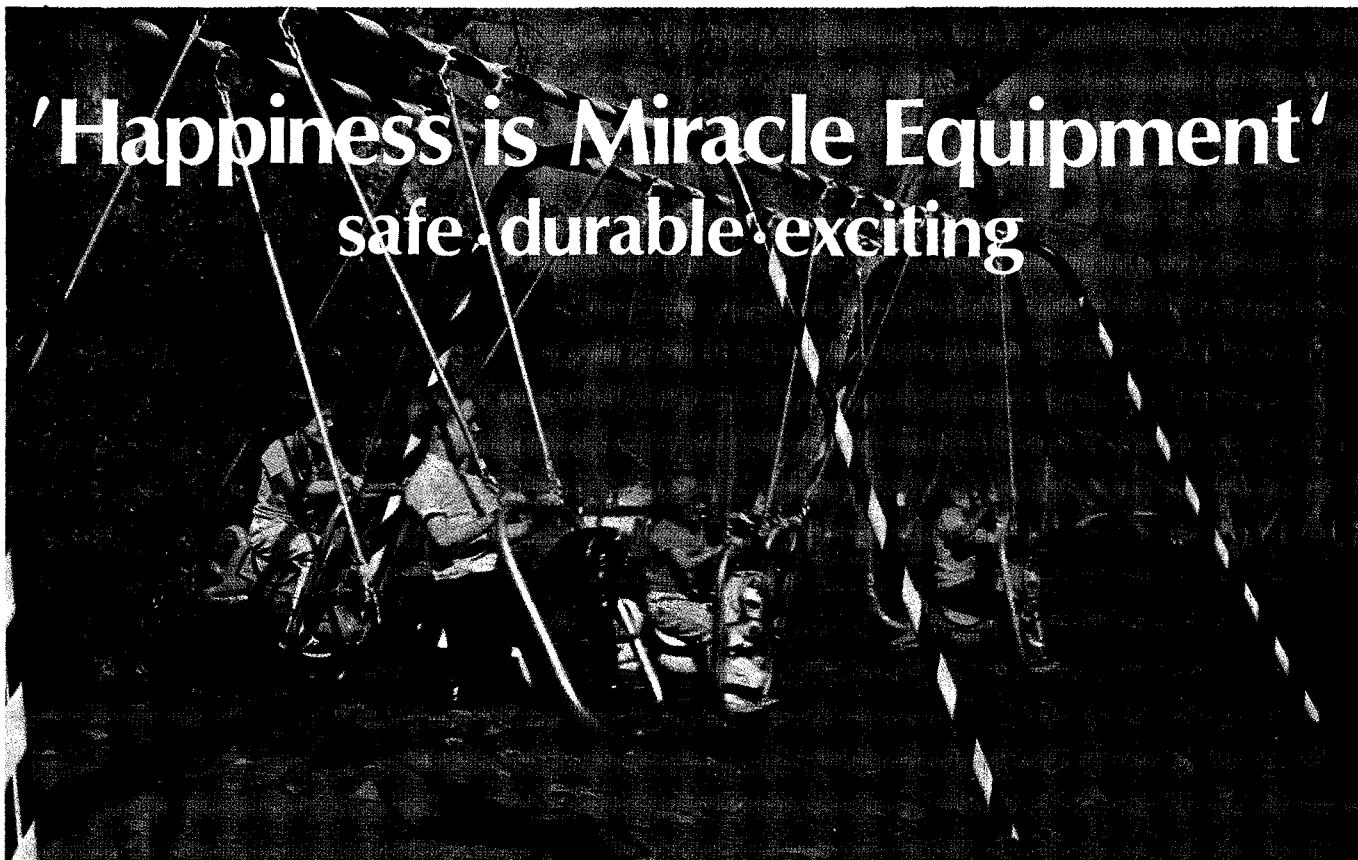
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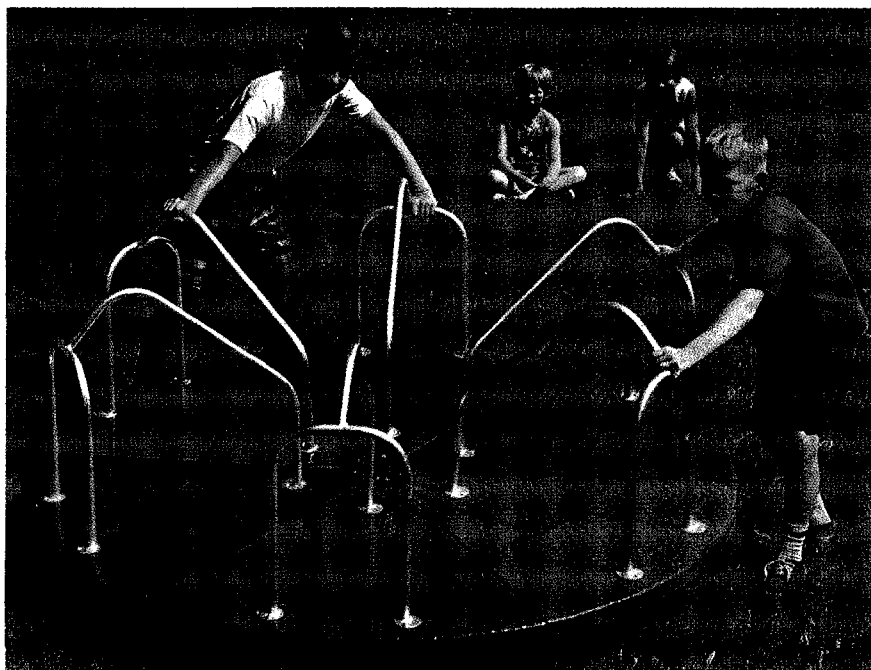
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beaches, our ackee
soufflé, or our clear blue
water filled with coral
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know, but why not give
your travel groups a
chance to find out for
themselves.



The site of the 1975 NIRA Convention.

For information on sending groups to Jamaica, write to:
Group Sales Dept., Suite 254, Jamaica Tourist Board, 200 Park Ave., N.Y., N.Y. 10017

183 Kids in a drum and bugle corps chartered World to Japan.

A great deal had to do with our safety record. After all, to a kid hopping on a jet for the first time, this means a heck of a lot. Not only to the kid but also his folks!

Isn't it nice to know that World Airways has won the National Safety Council Award ten separate years? And is the only airline ever to win the coveted United States Air Force "Zero Defects" Award?

Let's face it, to somebody who has never flown a foot off the ground, having a pilot who has flown millions of miles is pretty groovy. Not to mention the fact that you're getting waited on, hand and foot, by great-looking stewardesses! Gee, even your own mother doesn't treat you that nice.

And the food can be as fancy as you want. Like one wild dessert after another! See your travel agent or write World Airways, Oakland, CA 94614. We kid you not.



Saving a lot of money was a very small reason.

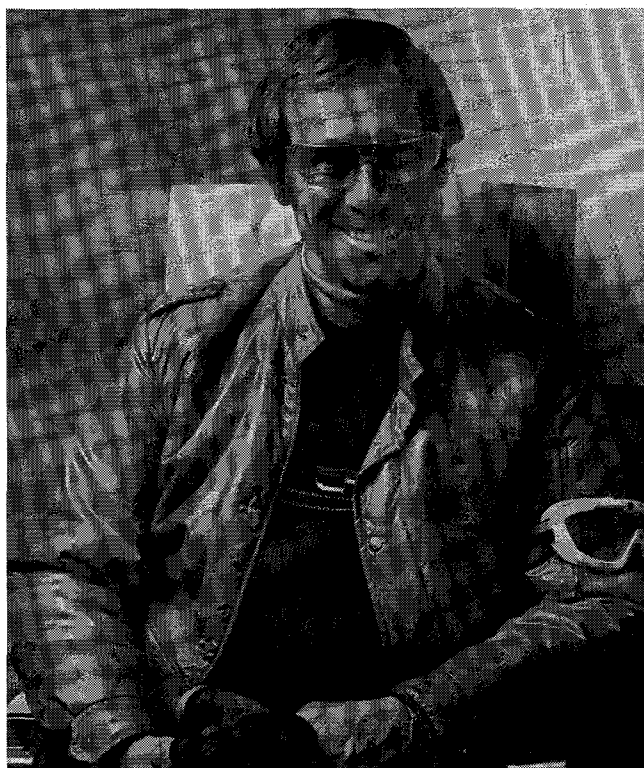
183 Skimmers chartered World to Zurich.

Look, let's face it. A lot had to do with saving a lot of money. A lot of money!

After all, a World charter costs much less than other airlines' economy fares.

But saving money isn't the only beautiful reason to charter World. Our flight attendants are beauties. They treat you like a guest, not like a passenger. The meals seem endless. You'll feel like they just keep coming from the moment you take off until the moment you land—whether you're on a 707, a "stretch" DC-8, a 727, or one of the new 747Cs we have coming next spring (the new luxury jet that spoils you with stereo, movies, and an upstairs lounge).

And whether you care about it or not, our safety record is pretty special. So see your travel agent or write World Airways, Oakland CA 94614. We promise you won't get a snow job.



Our safety awards had hardly anything to do with it.

 **World Airways**
world's largest charter airline
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R/M YEARLY INDEX

HOW TO USE: Every article which appeared in R/M during 1972 is classified in this index, which is intended to serve as a ready reference tool to industrial recreation topics. Seek out the category first, then run down the list of articles (listed in order of appearance) for each topic.

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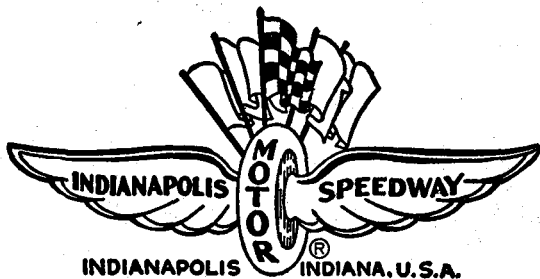
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May 18-23, 1973



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ORGANIZE A WINE CLUB

For You!



Project Wine Cellar '73 is the perfect program for beginning your company winemaking club. The project starts in February and makes one wine each month for four months. This year we'll make Sherry, Chianti, Vouvray, and Champagne. We'll also give everyone labels with their own name and a full color poster/calendar. In May we'll hold a drawing and give away a tour of the European wine regions for two.

Most importantly though, we'll provide all the publicity pieces you need to raise interest. Then we'll have one of our staff experts come to your facility and conduct a seminar on each wine being made.

In February 1974 your wines will be eligible for national honors in the second annual U.S. Home Winemakers Competition held in San Francisco. Your club news will also be carried nationwide in the club magazine, "Amateur Enologist."

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- ☐ Enclosed find 50c for the Wine-Art Handbook, complete catalog of wine, beer, liqueur and soft drink do-it-yourself supplies.

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City State Zip

recreation management

Vol. 15 No. 11

A Special Feature on News by and for Employees

December, 1972

Today's company newspapers are increasingly professional about their work, and the product is the evidence.

They Practice What They Print

By Kathie Kull
Editor

During 1972, it was easier than ever to recognize a professional approach by company newspaper staffs. A hard look at how best to inform employees brings positive results—greater readership and national acclaim among them.

The company newsletter is perhaps the most effective medium available for employee communications. It is both better read and more authoritative than a mass-distribution letter or memo.

It is more permanent and instantly available, when compared with a bulletin board notice, more timely and easier to produce than a full-fledged magazine.

the means of communication available and to review methods of reporting, photography and editing.

"Our employees want to be informed, not commanded," said Jerry Isham, director, Corporate Communications. "It's our responsibility to reach all employees with news about Abbott and their fellow employees."

Since Abbott does have to communicate to so many groups (engineers, production employees, scientists, salesmen, etc.), it is not possible to have one house organ to fulfill the specific needs for all groups.

Levels of journalism experience vary, too, from one plant publication to another. Round-table discussions revealed that, for many branch plant editors, this seminar was the first time they had

ever encountered a body of knowledge on printing and publishing.

Gerry Sweda, editor of AB-BOTTOPICS, published by the corporate office, explained the operation of the seminar itself.

"We are in constant touch with all these people," he said, "and we have helped them out before on an individual basis, visiting them for a day to give advice on a particular problem."

"But the seminar idea lent an air of importance to the whole job, made it a type of family of professionals. We gave them a stylebook, some other handouts and the seminar outline."

Included in the hand-outs were the following elements of a "crash course" in employee communications:

- Listing of media available for employee communi-

24 Years of Effective Communication

Murray Dick Tells of Dofasco Success

"Dofasco Recreation Club News" has for 24 years been the publication responsible for Dominion Foundries & Steel's highly effective employee-management communication. In a 1969 University of Minnesota seminar, Dofasco—Director of Recreation A. Murray Dick explained their successful

formula:

"We in recreation have a . . . selling job, one that depends entirely on communications to be successful. What would you think about a championship game where only one team showed up? What about a crowd of 60,000 there to watch a big game but the teams didn't get the message and failed to show, or vice-versa?"

"We have a job—one of selling management on the value of the employee program, the importance of the program to the overall production, the value in

(continued on page 49)

"People" is well-read, interesting

Kohler's Readership Survey Results Announced

"People" is a highly respected, well-read, credible source of information to an overwhelming majority of its

a high percentage of other family members.

(3) A majority of readers want to retain the present distribution method (at the

Those who realize the value of the company newsletter also realize its problems: where do you get a staff? how is the news gathered? how is the paper put together? how do you work with management and other sources? how can you tell if your product is professional, if it fulfills its purpose, if it's even read?

Editors of the employee publications at Abbott Laboratories, headquartered in North Chicago, Illinois, took part recently in a communications seminar. The purpose of the seminar was to expose the editors to all

CROWN CRIER WINS EXCELLENCE AWARD

The 'Crown Crier', publication of Crown Life Insurance Company, Toronto, Canada, was named winner of the Life Advertisers Association "Award of Excellence" for 1972 at the L.A.A. annual meeting in New York City in September.

The Crier was one of only nine winners in the employee publication category. In all, more than 500 entries were submitted by the 225 insurance companies participating.

cations

- How to work with the corporate and its programs

- Feedback and research methods; surveys and their analysis

- How to make your publication look better and save money at the same time

- Layout and design
- How to get a good picture and make the most of it

- How to write a news story

- Legal guidelines

- How to edit a publication

- An exercise in numbering isolated paragraphs to form a complete story in the proper sequence

- An exercise in writing a headline for a sample story

Kohler Company readers, based on the results of a reader survey conducted by its staff.

More than 20 per cent of those who receive "People" responded to the questionnaire, a self-mailing form inserted into the May 25, 1972 issue of the publication. This total of 1,192 readers is considered somewhat above average for an industrial readership survey.

Other significant conclusions drawn from the survey were:

(1) Most readers consider "People" interesting.

(2) It exerts an impact on

plant gates and office lobby).

(4) Photos, photo stories and art work are highly rated.

(5) The new look in graphic design (greater use of tinted screens, a newly-designed nameplate and the elimination of column rules) has made a favorable impression on the great majority of readers.

(6) Less village and high school news would be desirable.

Readers were also asked to rank their favorite departments regularly appearing in "people". The Classifieds,

(continued on page 52)

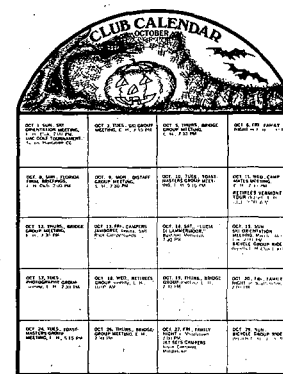
... worth a thousand words ...



The Crown Crier (see story above) uses striking photographic and layout techniques.



A two page spread of an art show at the Southwest Research Institute, appearing in its "Roadrunner", a monthly.



Two pages from Pratt & Whitney's Aircraft Club News, featuring topical, appealing artwork.

As informative and professionally-written as your newspaper might be, it may not be read if it isn't attractive enough to catch the reader's eye. Above are a few examples of publications that excel graphically, as well as doing a first-rate job of reporting.

Official Results—1972 National Tournaments

GOLF

NATIONAL TEAM WINNERS

In Division "A", National Cash Register took National first place, with a whopping 14-stroke margin over their nearest competitor in the 105-team tourney. The NCR team had an aggregate of 594, 18 strokes over par. NCR was represented by a second team in the meet and it turned in a 613 score, only five strokes behind second place TRW, last year's regional champion and second place nationally.

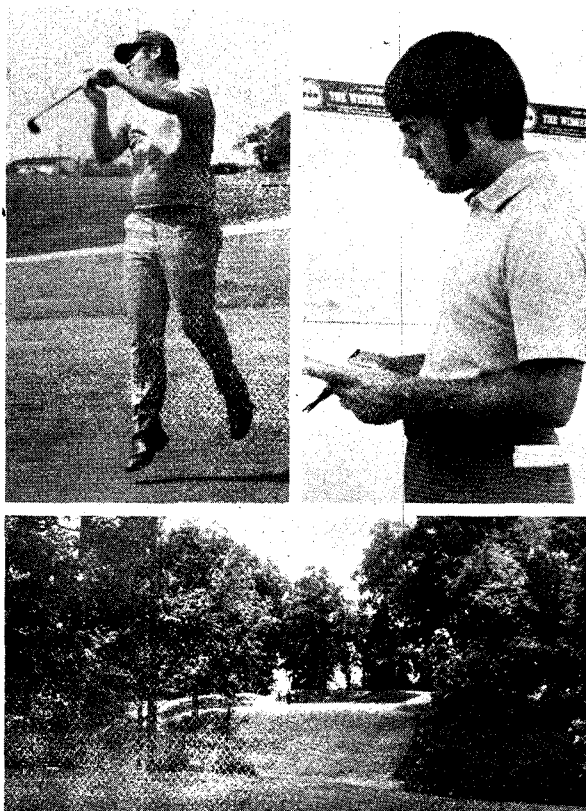
TRW had won three consecutive national titles from 1967-1970. In third place nationally in the "A" Division was the team from Mosler Safe Company, with a 610 score. Also with a 610 was the team from Wright-Patterson Air Force Base, who dropped to fourth through being defeated in the regional playoffs by Mosler.

Grimes Manufacturing Company, defending champions in the "B" Division, decisively beat second place Champion Paper by 31 strokes, 613 to 644. Delco-Moraine's 652 garnered that team third place nationally.

NATIONAL MEDALISTS

John Grant of Wright-Patterson Air Force Base (also on the "A" Division's fourth-place team) beat his closest opponent by one stroke, with a 36-hole score of 144. Two players shot 145, and the method for breaking that tie is worth a story of its own. The official results announced here are certified by Glenn Westover of Babcock and Wilcox, national tournament scoring judge. Westover's method for determining finalists from the regionals and for breaking ties in determining national winners is as follows:

Rank Order: each player's ac-



(left) Have you ever had a day like this—a 21-foot put that missed by one-half inch? Jim Molinsky (Mosler Safe Company) did. (right) Don Holliday, Eli Lilly & Co., thoughtfully peruses scores from the Region 3/5 tournament he coordinated. (bottom) The Purdue University course is as lush as it is difficult. This picture was taken from the tee towards the hole, several feet higher in elevation and through that ravine of foliage on extremely narrow fairways.

tual score amount of variance from the USGA course rating is compared with all others. The smaller variance designates the winner.

Breaking Ties: When two or more players have the same score on the same course or comparable scores (variance from par) on different courses, a hole-by-hole check is made. A player at par or a Birdie on a particular hole is assigned one point for that hole. Bogeys get zero points. The player with the highest point score wins, proving that he is the more consistent.

In case of a further tie after this analysis, the five toughest holes are compared, and the player hitting at par or below more fre-

quently is declared winner.

From these determinations, second place in the individual medalists for Division "A" went to Karl Heffner of Armco Steel, and third to Roger Cox of National Cash Register.

Division "B" medalists: Rich Bills of Grimes Manufacturing Company won by three strokes with a 153. A tie occurred, this time for second, third and fourth places, all at a score of 156. Tie-breaking calculations determined that Bill Anderson of Standard Register gained second place, Fred Frazier of Grimes, third, and R. Puckett, Inland Division of General Motors, fourth.

BACKGROUND

All regional and national NIRA golf tournaments were under the direction of Miles Carter, Vice President for Program Services, and Charles Placek, National Golf Chairman. A record number of team entries was received for the four regional tournaments, held at:

Regions 1, 2 and 8: Hamilton, Ohio, Twin Run Golf Course, USGA course rating 72.4.

Regions 3 and 5: Lafayette, Indiana, Purdue University Golf Course, USGA rating 71.4.

Region 4: Savannah, Georgia, Savannah Inn & Country Club, USGA course rating 70.

Region 7: Las Vegas, Nevada, Sahara Country Club, USGA course rating 70.5.

Next year's tournaments are scheduled for August and September, to be arranged on the same basis of regional playoffs compared for national play. ■

Plan now to enter
1973 golf tournaments

23rd ANNUAL TRAPSHOOT

High winds in Middletown, Ohio, the day of this fall's NIRA - Armco Steel Trapshoot kept scores down, but could not dampen the spirits of the record 180 teams that competed.

Three Dayton, Ohio squads took top honors in team shooting. National Cash Register took the championship by out-shooting Delco Moraine in a shoot-off. Both teams ended the competition with a (235 x 250) shoot off result: NCR (118 x 125) and Delco Moraine (104 x 125). Frigidaire placed third with a 231 score.

Remaining teams in the top 10 are as follows:

COMPANY	LOCATION	SCORE
4. Bendix Corp.	Kansas City, Mo.	229
5. General Motors	Norwood, Oh.	228
5. Cummins Engine Co.	Walesboro, In.	228
7. City of Dayton	Dayton, Oh.	227
8. Delco Moraine	Dayton, Oh.	226
8. Inland Manufacturing	Dayton, Oh.	226
10. Delco Products	Dayton, Oh.	225

Myron Willoughby, shooting for Armco Steel Corporation, Kansas City, Mo., emerged as High Gun. However, he had to out-shoot three other 50 straight shooters. Willoughby broke (97 x 100) for the day. Second high gun was Randy Robb, Cummins Engine Company. Third high gun was Glenn Trowbridge, also of Cummins.

Coordinator Robert L. Bauer notes a 100 per cent increase in participation since he started at Armco in 1964. A yearly 95 per cent rate of return, he says, shows that people are satisfied and bring others back with them year after year.

NIRA - NRA RIFLE AND PISTOL

There were 618 individuals and 112 teams entered in this year's series of Rifle and Pistol matches co-sponsored by NIRA and the National Rifle Association.

In first place among .22 caliber rifle team winners is Ford Motor Company's team #1 with a score of 765. The Dearborn, Michigan company is a repeat winner from last year's competition.

The 3M Company (St. Paul, Mn.) placed second with a score of 757, and the team from Puget Sound Naval Shipyard came in third with a 752 total.

In .22 caliber Individual Rifle competition, Norman E. Goelzer, Ford Motor Company, took first place with a score of 199. T. Y. Wu, also of Ford (197) and Norman J. Dauerer, IBM Corporation, Hopewell Junction, N. Y. (197) took second and third places, respectively.

Grumman Aerospace won the .22 caliber Pistol Team competition for the fourth year in a row. The Bethpage, N. Y. company's team shot a 751. In second place with a 734 was Lockheed Missiles and Space Company, Sunnyvale, Ca. The team from the IBM Corporation, Poughkeepsie, N. Y. took third with a 730.

In another instance of four consecutive years of winning the top award, H. Grady Edwards, NASA,

MSFC, Al., took the Individual .22 caliber pistol competition with a score of 197. Archie Caple (194) of Northwest Airlines, St. Paul, Mn. and Alfred Berka (194), Grumman Aerospace, were the runners-up.

Ford Motor Company scored a 665 to win the 10 Meter Rifle Team contest.

In 10 Meter Rifle Individual competition, first place went to Norman J. Dauerer of IBM with a 182. Second place went to Ford's T. Y. Wu, who had a 182, and third place was captured by Donald A. Drexler of Xerox, Rochester, N. Y. with a 180.

The Lockheed Missiles and Space Company won the 10 Meter Pistol Team race with its score of 723.

Winners in the 10 Meter Individual Pistol competition were: first, Robert Hall, Lockheed Missiles and Space Company, 187; second, Joseph C. Burke, Jr., IBM Corporation, 182; and third, R. G. Masteller, Sandia Laboratories, Albuquerque, N. M., 178.

MAIL-O-GRAPHIC BOWLING

NIRA's first Mail-O-Graphic Bowling Tournament, coordinated by L. E. (Paddy) Luedke of Wisconsin Gas, was a resounding success.

68 teams from 14 separate companies placed entries in the new format, which allows small companies the chance to participate in a national competition without transportation and other high charges.

The Falk Corporation of Milwaukee, Wi. won first prize in the men's competition, as its Industrial 925



State Farm's "Pinspinners", national champions in the women's competition.

team scored 3366 for three games. The Impossibles, from Teledyne CAE of Toledo, Oh., captured second place with a 3214 total. Finishing third was the Allen Bradley Company's 5 Hubbabbas, also from Milwaukee. They scored 3182.

In the women's team competition, the Pinspinners from State Farm Mutual Insurance, Bloomington, Il., gained first prize with a three-game total of 2421. In second place was the Fischer & Porter Company team, ARA #22, at 2319. The Gutter Dusters from Wisconsin Gas Company, Milwaukee, Wi., took third with a 2316 score.

Applications for next year's competition, to be played the end of March, will be sent to company members by January 15, 1973.

1972 NIRA National Tournaments

(continued)

FISHING CONTEST

The following is a complete list of winners by class in the 1972 NIRA Fishing Contest, as released by tournament director Gene Miller.

Largemouth Bass: 13 lb. 1 oz., William Braden, the Timken Company, Canton, Oh.

Smallmouth Bass: 5 lb. 1 oz., James Jansen, 3M Company, St. Paul, Mn.

White Bass: 2 lb. 4 oz., Michael Gozdick, Delta Airlines, Riverdale, Ga.

Bluegill: 1 lb. 13½ oz., Don Larsen, Theodore Hamm Brewing Company, St. Paul, Mn.

Crappie: 2 lb., R. P. Slotness, Northwestern Bell Telephone Company, St. Paul, Mn.

Muskellunge: 38 lb. 4 oz., Tom Hansen, 3M Company, St. Paul, Mn.

Northern Pike: 14 lb. 4 oz., Earl Schmidt, Theodore Hamm Brewing Company, St. Paul, Mn.

Perch: 1 lb. 9 oz., Orville Schonschek, Michigan Bell Telephone Company, Detroit, Mi.

Brook Trout: 3 lb. 7 oz., E. Miller, Michigan Bell Telephone Company, Detroit, Mi.

Lake Trout: 8 lb. 7 oz., Eugene Miller, Michigan Bell Telephone Company, Detroit, Mi.

Walleye: 8 lb. 8 oz., Bob Peel, Theodore Hamm Brewing Company, St. Paul, Mn.

Each winner will receive a trophy plus a spin rod and reel donated by Heddon Division, Victor Comptometer Corp.



William Braden of the Timken Company, with the largemouth bass that broke the Ohio record and won contest's Lunker Prize.

The Fishing Committee would like to extend special congratulations to William Braden of the Timken Company, who broke the Ohio State Largemouth Bass record. In addition to the standard prize and trophy, Mr. Braden will receive a special Lunker Prize (best fish of all species, as determined by the Committee) of a Heddon worm rod and spin cast reel.

MISS INDUSTRIAL RECREATION

Three vivacious and beautiful winners in the Miss Industrial Recreation competition represented the Association this year. Miss Industrial Recreation for 1972 was Valerie Netter, formerly Miss Employee Activities at Eli Lilly and

Company, Indianapolis, Indiana. First runner-up for the crown was Gela Kock, sponsored by the Flick-Reedy Corporation, Bensenville, Illinois. Pat Thomas, the representative from State Farm Insurance of Bloomington, Illinois, was named second runner-up.

All three young ladies flew to the Oakland conference together for their coronation and shared the royal obligations of speakers, exhibit hall ribbon-cutters and attractive NIRA ambassadors.

Contest Chairman Paul Wood put up a wall display with pictures of all finalists, and—while it was an interesting coincidence that all three winners were from two states in the Midwest—the whole nation was admirably represented.

Valerie won an all-expense-paid vacation to Hawaii from NIRA as the Miss Industrial Recreation grand prize. Her duties continued back in Indiana, where she presented trophies at several regional tournaments and local activities.

PROMOTIONAL CONTEST

Just as NIRA Company Member programs are becoming more varied and professionally organized, the handbooks, flyers and promotional materials announcing their existence are improving year by year.

Taking first prize in the Promotional Contest's Category #1 (handbook or brochure) was the entry "The Plus Hours", from the Convair Recreation Association of General Dynamics, San Diego, Ca.

In Contest #2 (single event promotional piece) "Employee's Photo Snapshot Contest" took first place, submitted by the Ford Employees Recreation Association, Ford Motor Company, Dearborn, Mi.

The Recreation Department of the Timken Company in Canton, Oh., won first prize in Category #3 (composite of pieces of one activity) with its "Summer Day Camp" series.

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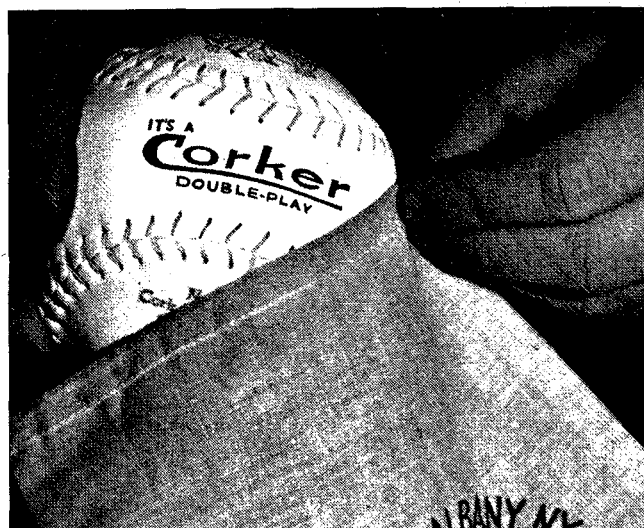
*Just return your ball in the yellow sack it was packed in.

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What to look for at a golf meeting site

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SM/SALES MEETINGS Magazine
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There's more to selecting a facility for business meetings with golf than making sure that a reasonably well kept golf course exists. If that were the extent of the meeting planner's responsibilities, he would have many disappointed golf enthusiasts among his attendees.

For this reason, we've asked advice from E. Howard Harvey,

president, E. Howard Harvey Associates, Inc., marketing and public relations counseling, and executive vice president, True Distance, Inc., designers and manufacturers of Creative Golf Score Cards. Our question: what should a meeting planner look for when he checks out a facility with golf? Our thought was to create a check list for you to use to cover

quickly the essential areas of a course and its use by your meeting attendees.

The list not only assures you that facilities, services and equipment will meet your requirements, but provides an extra dimension of data that you can later use in promoting your meeting.

Golf-site check list

GOLF COURSE

- ☐ Location
 - need transportation from hotel
 - transportation available
- ☐ Number of Holes
- ☐ Length in yards
- ☐ Par
 - men
 - women
- ☐ Rating
 - men
 - women
- ☐ Unusual features
- ☐ Hours of play
- ☐ Tournament play available
- ☐ Blocks of starting times available for tournaments
- ☐ Individual starting times necessary
- ☐ Driving range
 - fee for bucket of balls
- ☐ Putting green
- ☐ Greens fees
 - daily
 - per round

- ☐ Caddies required
 - how many
 - fee
 - when available

CLUBHOUSE

- ☐ Food service
 - hours
 - restrictions
- ☐ Bar
 - hours
- ☐ Lockers
 - men
 - women
 - how many
 - how assigned
 - fee
- ☐ Golf clubs
 - storage
 - cleaning
 - fee

EQUIPMENT

- ☐ Rental clubs
 - how many (right and

left hand)
—fee

- ☐ Power carts
 - how many
 - fee
- ☐ Hand carts
 - how many
 - fee

(Are hand carts permitted on course if brought by golfer?)

PROFESSIONAL STAFF

- ☐ Your contact
 - hours available
- ☐ Provide lessons
 - what hours
 - reserved time required
 - individuals
 - groups
 - fee
- ☐ Will conduct golf clinic or exhibition
 - how arranged
 - fee

TOURNAMENTS

- ☐ Day and time available
 - possible conflicts
- ☐ Number of players
- ☐ Chairman named
- ☐ Shotgun start necessary
- ☐ Special rules of play
- ☐ Handicapping system
- ☐ Help from pro staff
 - setting rules
 - selecting foursomes
 - recording scores
 - figuring winners
- ☐ Prizes
 - check pro/ shop

ACCOUNTING

- ☐ Tournament play
 - master account
 - individual account
 - greens fees
 - carts/caddies
- ☐ Individual play
 - master account
 - individual account
 - cash required

24 years . . .

(continued from page 43)

keeping the employee interested and healthy and on the job every day. This is done by communication. We have to sell the value and importance of the program to the employee, to his associates, to members of his family, possibly even to his neighbors and friends—and once again, by communication.

"Posters on bulletin boards throughout the plant tell a story, but only to those who take the time to stop and read them.

"Hand bills with program information passed around the department or at the main gates are often set aside or dropped in the streets. The best . . . approach to this problem, although costing a little more, has been the newsletter, mailed to the homes of the employees on a regular basis.

"By this method, the important news and advance notices are given to the families—no more forgotten dates. Sometimes the wife or children know of a picnic or special game before the employee.

"The basic procedure . . . has been, first—gather the material to be published. Each group activity should appoint a "Reporter" with his assignment the task for keeping everyone informed of the latest happening and schedule of events.

"The reporting must be done faithfully and the deadline strictly adhered to. There is nothing older than yesterday's headline . . .

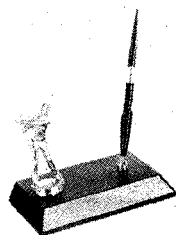
"Report forms are supplied by the Recreation Office or the group responsible for publishing. Often, the report has to be rewritten a little. However, this rewrite

(continued on page 50)

Creative Awards by LANE

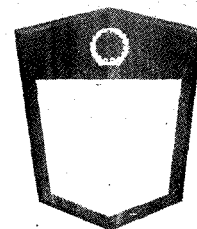


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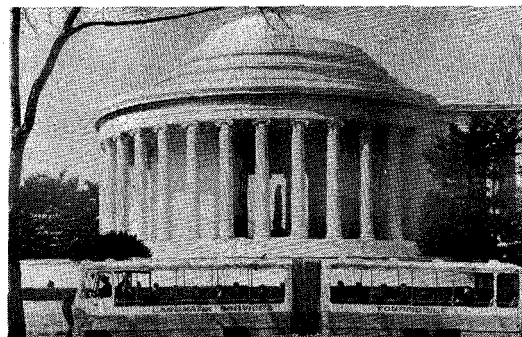
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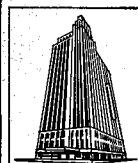
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The Trading Post

From Your Member Services Department

Your experiences and ideas can directly benefit other NIRA Company Members who submit their problems or requests to The Trading Post. And others probably can supply information you need. The Trading Post is your forum and R/M welcomes your participation.

TP-1

Company needs information on the successes and failures of working hand-in-hand with local YMCA's, mainly in the sharing of facilities and administrative procedures.

TP-2

Company wants information on the shorter work week, especially the 4-40 plan and its effect on recreation.

TP-3

Your sample travel brochures (small flyers for specific trips, including itineraries) would be of great help to a company starting a travel club. Organizers need to show examples of what other clubs have done in travel promotion.

TP-4

NIRA would like companies now having their 1973 recreation association brochures printed to order 500 more for distribution from the NIRA national office. We get many requests for sample brochures and would like to begin a file.

WHERE TO SEND INFORMATION

Write in reference to "TP-2" etc. with information, suggestions or your own questions.

The Trading Post
c/o NIRA

Suite 234, 20 North Wacker Drive
Chicago, Ill. 60606

24 years . . .

(continued from page 49)

will often help improve the reporter and a change for the better may be noticeable over a short period of time.

"The entire newsletter is put together in its rough form first for approval by Management, Industrial Relations or the Personnel Department. Here one must check for items which may not be acceptable in addition to a possible libelous item. It's alright for you and I to call someone "Stinky" Davis, but not acceptable for the Company to attach its name to such a phrase.

Production details

"Once the newsletter is approved, it is finalized on the Selectric typewriter on oversize pages that can be later photographically reduced. The resulting negatives are transferred to a sensitized master plate and placed on a Heidelberg Offset Press capable of 4,500 copies per hour. The newsletter is turned over, run on the back side immediately since driers and a spray unit are used on the inked page.

"The finished newsletter is folded in half on a folding machine and is ready for the inserting machine. Pre-addressed, pre-printed, penny-saver, open-end, postal inspection envelopes are used and this entire operation is almost completely automatic.

"Because of the design of the Recreation News, we are able to use second class mailing privileges. The design of the newsletter to qualify for such privileges is that the staff or name of the paper is noted on each page. In other words, we have a miniature newspaper." ■

Games . . .

(continued from page 8)

area such as a lunch room or club, consider that a pool table and a table tennis (ping pong) table would provide for only six or eight persons in a fairly large area. On the other hand, for the same investment in money and space, 40 to 50 persons could enjoy themselves with small games and puzzles.

Today it is possible to buy games that are well made of quality materials and appeal to adults. Many people look forward to trying new games and puzzles. Others may be surprised when they find themselves involved.

A large storage cabinet on wheels is useful for limited space areas or multi-purpose rooms, especially if no closet with shelves is available. Games may be set up or taken down in a few minutes and then rolled out of the way when not in use. It helps a lot to have a recreation leader give instructions when needed to get people started. The enthusiasm he projects is contagious to the others.

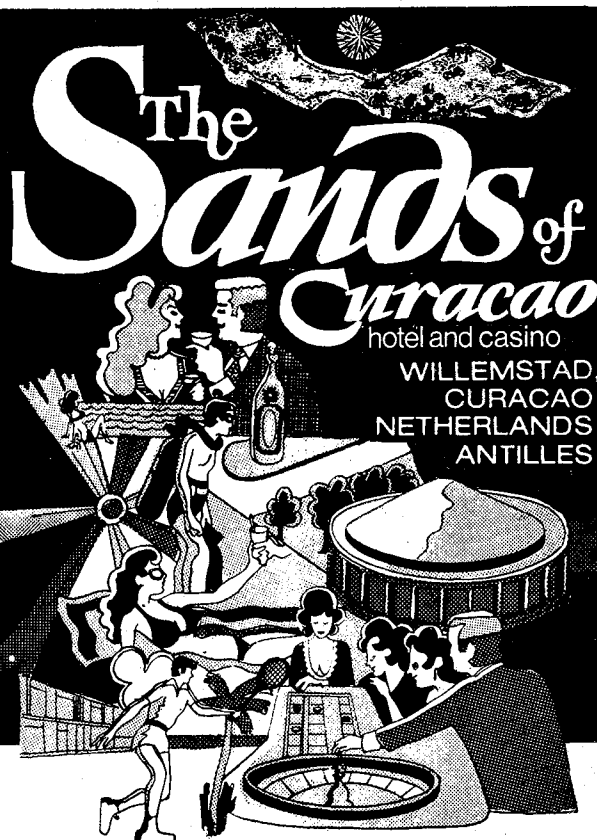
Games are primarily for just good fun, but other benefits come with the playing. Better communications between persons may be achieved because of a shared enjoyable experience. In fact, some games may be played by persons who do not even speak the same language. You can help new people feel accepted by focusing attention on a game or puzzle rather than on themselves. Mental alertness may be stimulated through games. Keep a healthy balance of competition, enough to be fun but not so much as to be discouraging. There is a lot of competition in American education and work, but in our leisure we have the choice of relaxation.

These photographs have captured a bit of the real fun adults can have by playing action games. People do like to play games, so the job of the recreation leader is to set the atmosphere, have good equipment available and to give a lot of himself to other people. ■

GOOD THINGS TO READ

Boating Facilities. A 20-page guide to information and sources of assistance for persons and organizations interested in developing facilities to meet the needs of the growing number of American boating enthusiasts. From white water canoeing to houseboating and yachting, and from launching ramps to full marinas, this booklet tells where to get the information. 20 cents. Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Sports Films. A pamphlet of 16 mm short films available on loan for a showing at your company. Listings include "golf", "major league baseball", "auto racing", "pro football", "sports spectaculars" and "extras". Free. Film Section, Public Relations Dept., Miller Brewing Company, 4000 West State Street, Milwaukee, Wi. 53208.



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Accommodation	Single	Share	Double	Triple	Quad.
Standard	\$28	\$16	\$32	\$39	\$46
Superior	32	18	36	43	50
Deluxe	36	20	40	47	54

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Organization

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Lomma

ENTERPRISES INC. Dept. 23
Lomma Building, Scranton, Pa. 18503

Kohler . . .

(continued from page 43)

"People and Places" and news of recreation activities were among those specific items highly rated by these readers.

Gene Rohlman, editor of "People", said the survey would be used as a guideline for the publication of the newspaper in the future.

"The value of a readership survey is that it takes the pulse of the company newspaper", he said. "We've found that the pulse of "People" is strong and steady. There is always room for improvement, but the changes suggested are minor in relation to the overall favorable impact of the newspaper."

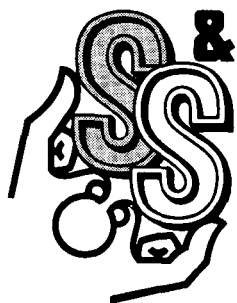
"Most company newspapers purport to be for and about employees. Why not ask employees if the publication is meeting its announced objective? A survey will give a company's public relations or publications department a sound and objective base for decisions about the form and content of the newspaper."

"People" is a four-page weekly written and edited by Rohlman. Another member of the staff is responsible for the classified advertisements; photographs are taken by the editor and members of the company's photography studio.

The entire newspaper is composed, imposed and printed in Sheyboygan, Wisconsin. Deadline for all copy and photographs is Monday morning, 10 a.m. Page proofs are returned to the office of public affairs on Monday afternoon. Final corrections and approval are made on Tuesday morning, and the newspaper is put to press offset on Tuesday afternoon, with the delivery to the company's mailing department on Wednesday morning. The publication is distributed on Wednesday afternoon. ■

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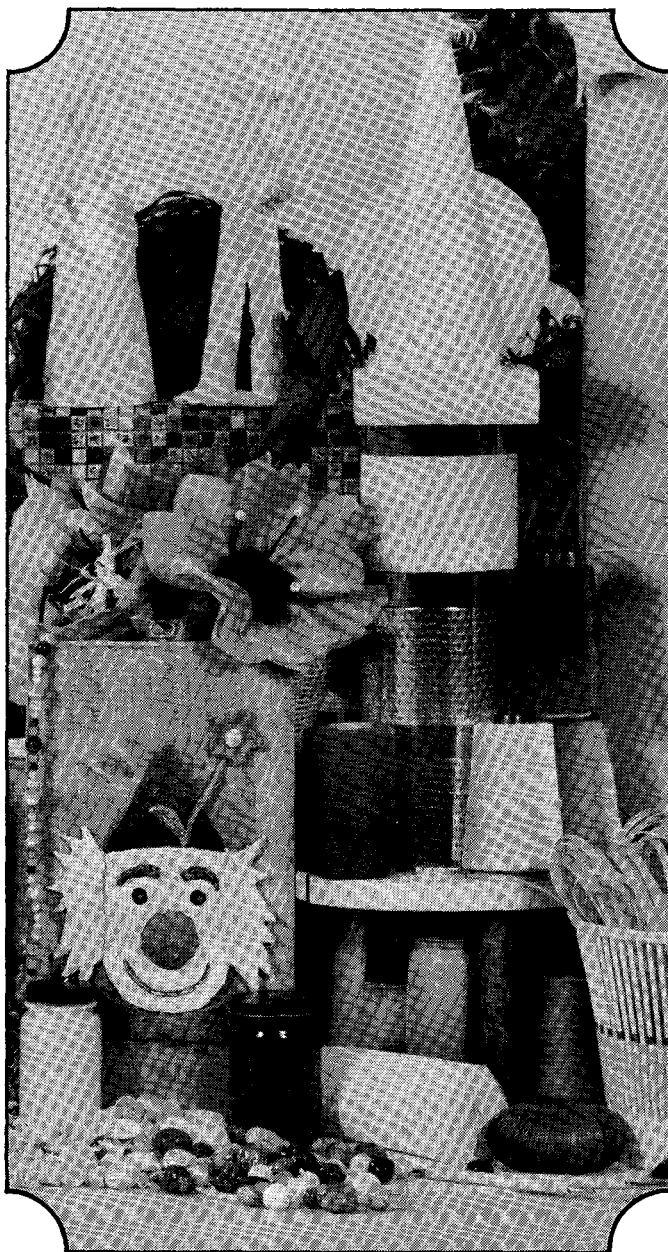


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- ★ A program that can be tailored to fit your needs
- ★ A program that can be implemented in a short period of time
- ★ A program that can be implemented in a short period of time
- ★ A program that can be implemented in a short period of time
- ★ A guarantee of satisfaction

The exciting possibilities are too numerous to mention on this one page. We would like the opportunity to tell you more about the QSP program. Won't you fill in the information below?

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